

# LIFE

GABY'S  
WEEKEND

MARCH 8, 1948 **15** CENTS  
YEARLY SUBSCRIPTION \$5.50

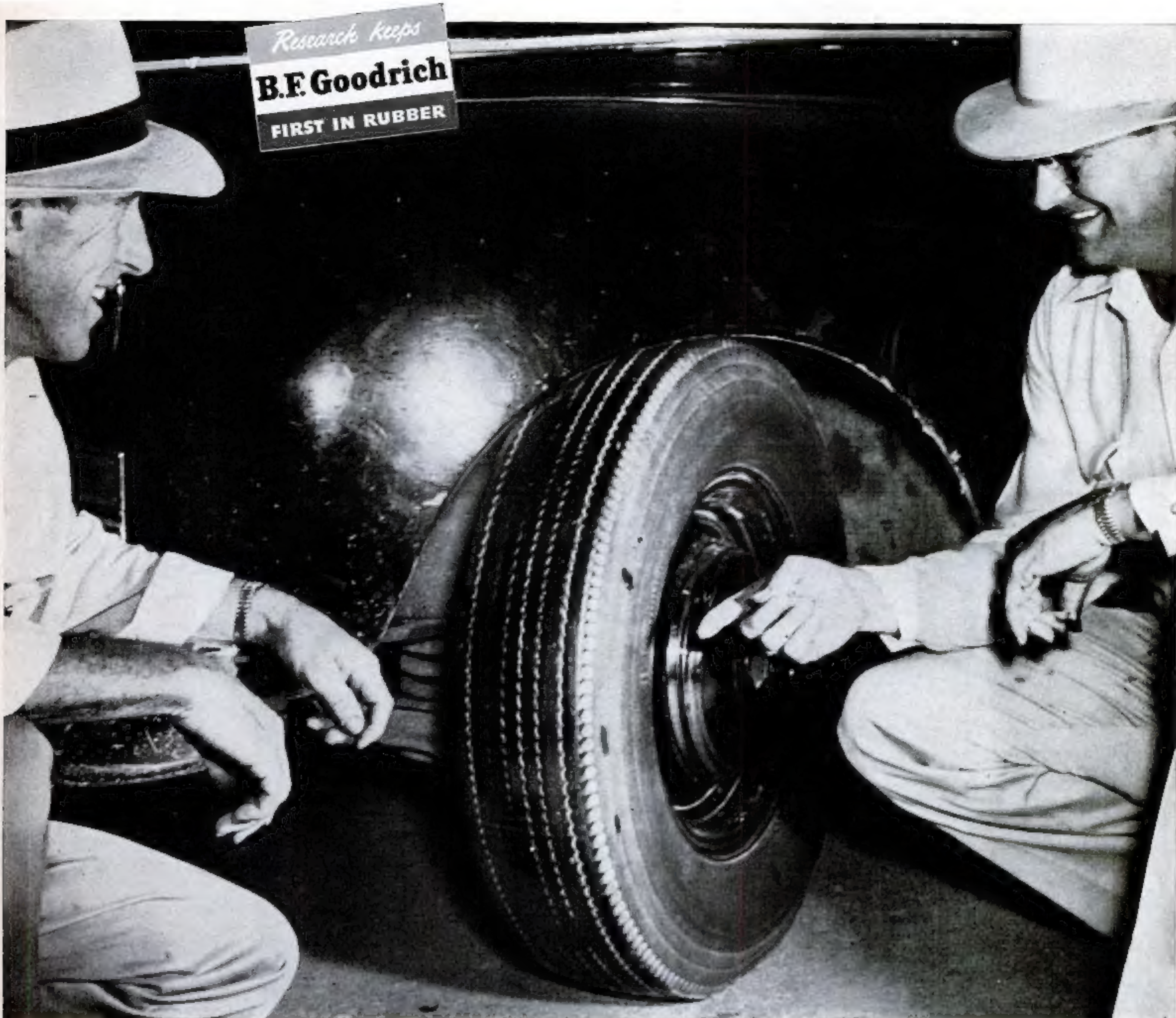




*Look for this label... it identifies  
the finest wools in the world*

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.





## Typical example: user's experience with B. F. Goodrich tires

THE smiling man on the right in the picture above is Curtis Corn of Roswell, New Mexico. He and a partner own the 201 Taxi Company and operate a fleet of 16 cabs over a 100-mile radius in New Mexico.

Mr. Corn says his B. F. Goodrich Silvertowns outwear any other tires he has ever owned—including prewar tires. Mr. Corn had a good chance to compare brands during the tire shortage when he used whatever tires he could get. B. F. Goodrich tires outperformed them all.

Here are two examples of B. F. Goodrich tire service from fleet records:

One pair of Silvertowns gave 49,896 miles of continuous, trouble-free service before being removed. And Mr. Corn adds that these casings still looked good for 2,000 more miles.

Another pair of B. F. Goodrich tires traveled 42,000 miles on one of the cabs before it was removed and Durecapped. These tires are back in service now.

Experiences like this are common. Hundreds of other enthusiastic B. F. Goodrich owners report outstanding mileages too. B. F. Goodrich tires go farther because tread wear is more uniform. This tread puts a bigger footprint on the road and makes

every inch of rubber take its fair share of the load. The tire body has more and stronger cords in it—and a double breaker strip for protection against shocks.

If you need tires, see your B. F. Goodrich dealer today. You'll be surprised what your old tires are worth on a trade-in. If you don't know the address, look under *Tires* in the yellow pages of your phone book. The B. F. Goodrich Company, Akron, Ohio.

**B.F. Goodrich**  
FIRST IN RUBBER



# ★ STARS ★

on Columbia Records

This is Rudolf Serkin, one of the truly great artists of the piano. His definitive interpretations of piano classics rank high among the distinguished performances which have earned for Columbia Masterworks Records the reputation for leadership in great music reproduced with greatness.

## RUDOLF SERKIN

Beethoven: Sonata No. 23 in F Minor, Op. 57 ("Appassionata")  
Columbia Masterworks Set MM-711

## PHILHARMONIC

Symphony Orchestra of New York

Leopold Stokowski conducting  
Khachaturian: Masquerade Suite (For the Play "Masquerade")  
and Ippolitov-Ivanov: In the Village (From "Caucasian Sketches," Op. 10)  
Columbia Masterworks Set MM-729

## ROBERT CASADESUS

and The Philadelphia Orchestra, Eugene Ormandy, Conductor  
Ravel: Piano Concerto for the Left Hand  
Columbia Masterworks Set MX-288

## "THE MESSIAH"

Soloists with Sir Malcolm Sargent conducting the Huddersfield Choral Society and the Liverpool Philharmonic Orchestra  
Mendel: The Messiah  
Columbia Masterworks Set MM-666 (Two Volumes)

## OSCAR LEVANT

with the Columbia Concert Orchestra conducted by Leo Bring  
Khachaturian: Gayane Ballet Suite—Sabre Dance and Lullaby  
Columbia Masterworks Record 17521-D

## MINNEAPOLIS

SYMPHONY ORCHESTRA  
Dimitri Mitropoulos, Conductor  
Massenet: Scenes Alsaciennes (Orchestral Suite No. 7)  
Columbia Masterworks Set MM-723

## BIDU SAYÃO

with Pietro Cimara conducting the Metropolitan Opera Orchestra  
Puccini: La Bohème—Musetta's Waltz Song and Gianni Schicchi—"O Mio Babbino Caro"  
Columbia Masterworks Record 17515-D

## VRONSKY AND BABIN

with Dimitri Mitropoulos conducting the Robin Hood Dell Orchestra of Philadelphia  
Mozart: Concerto in E-flat Major for Two Pianos and Orchestra, (K. 365)  
Columbia Masterworks Set MM-628

## CARNEGIE

POPS ORCHESTRA  
Walter Hendl conducting  
Waldteufel: España Waltz, Op. 236 and Pierné: Entrance of the Little Fauns; March of the Little Lead Soldiers  
Columbia Masterworks Record 7591-M

**AMAZING NEW SAPPHIRE NEEDLE**  
Still another Columbia "first" for more listening pleasure . . . the Columbia "Tailored-Tip"† Sapphire Needle. Microscopically tailored to fit the groove for flawless reproduction, reduced record wear, less surface noise! Shadowgraphed for perfection! . . . Only \$1.50

†Trade-mark  
Trade-marks "Columbia," "Masterworks" and  
© Reg. U. S. Pat. Off.



*Rudolf Serkin*

Hear the great artists at their best on  
**Columbia Records**  
MASTERWORKS





Everybody's Pointing To Hotpoint



# Now Hotpoint Offers The Biggest Advance In Water Heaters In 15 Years **MAGIC CIRCLE HEAT!**

Amazing New Pressurized  
Calrod® Units Make This  
Hotpoint Water Heater  
Finest Ever Developed  
—New Type Thermostat  
Guards Against Hot-Water  
Waste — Fiberglas®-Insu-  
lated Tank Will Store Hot  
Water For Three Days



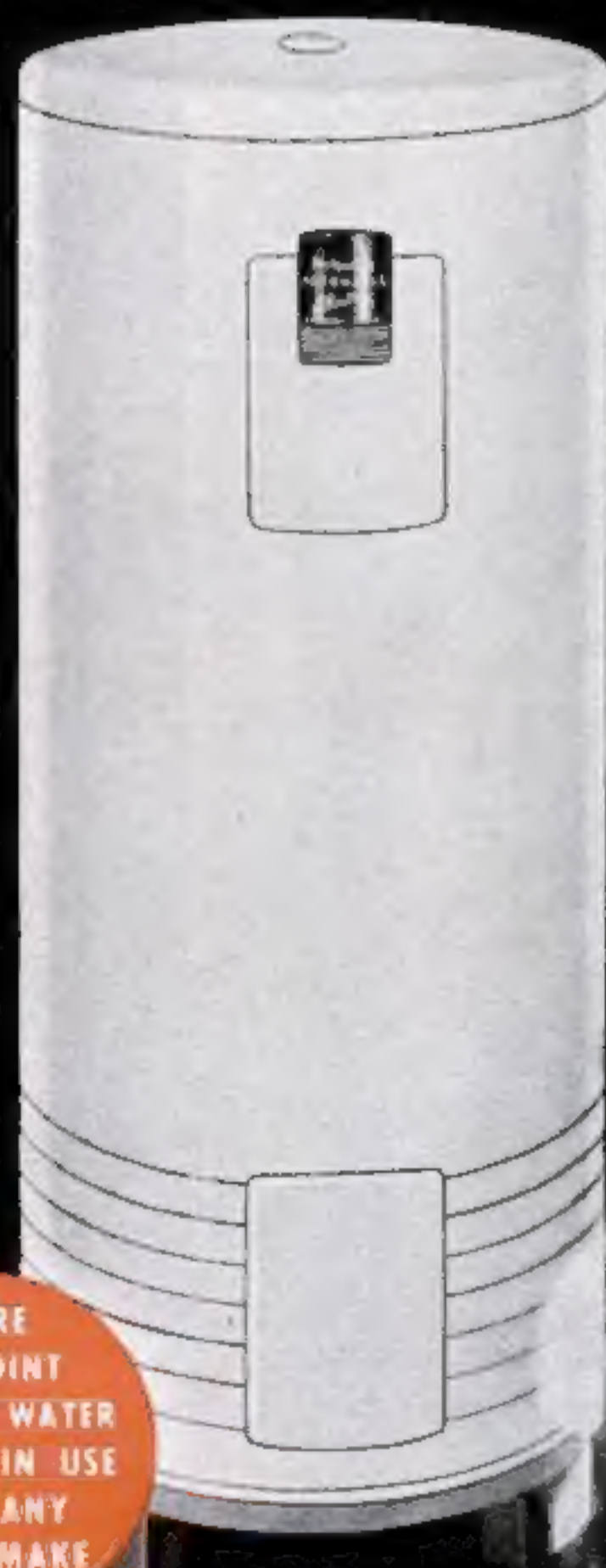
**H**ERE'S the sensational new Hotpoint Automatic Water Heater with the Magic Circle Heat of Pressurized Calrod® Units to give you the perfect hot-water service you've always wanted! You enjoy the fastest, cheapest and most dependable hot-water supply possible... plus extra years of trouble-free operation. The new thermostat automatically minimizes waste and keeps temperature constant. Thick Fiberglas®-insulated tank stores hot water for three days without re-heating! See this remarkable new heater and you'll know why "Everybody's Pointing To Hotpoint"—America's finest line of home appliances!

Seven models, ranging from 15 to 82 gallons capacity. Table-top model is a kitchen-planned, matched unit of Hotpoint's Electric Kitchen. All models can be installed anywhere in the home... no flue, vent or flame.



\* Reg. U.S. Pat. Off.  
Copr. 1948 Hotpoint Inc., Chicago, Ill.

MORE  
HOTPOINT  
ELECTRIC WATER  
HEATERS IN USE  
THAN ANY  
OTHER MAKE



## Hotpoint

HOTPOINT INC. — A GENERAL ELECTRIC AFFILIATE

*Electric Water Heaters*

PIONEER AND PACEMAKER—44 YEARS OF QUALITY

HOTPOINT INCORPORATED, 3600 WEST TAYLOR STREET, CHICAGO 44, ILLINOIS



# RKO's PIC-TOUR OF THE WEEK



**"RACHEL AND THE STRANGER"**

**STARTLED** by sound of masculine footsteps, LORETTA YOUNG pauses in act of disrobing for plunge in forest pool, listens intently. Scene from RKO's *Rachel And The Stranger*, comedy drama of post American Revolution period. Other stars: WILLIAM HOLDEN, ROBERT MITCHUM.



**"THE VELVET TOUCH"**

**SHE'S PLAYFUL...** he's coy! ROSALIND RUSSELL teases SYDNEY GREENSTREET between scenes for *The Velvet Touch*. Co-stars in this sparkling modern comedy drama of the New York stage are LEO GENN, CLAIRE TREVOR. A FREDERICK BRISSON Production.



**"FORT APACHE"**

**BOOK** about U. S. Cavalry fascinates SHIRLEY TEMPLE and PEDRO ARMENDARIZ on set of *Fort Apache*. This masterpiece of Americana, directed by JOHN FORD, also stars JOHN WAYNE, HENRY FONDA, and introduces JOHN AGAR. A FORD-COOPER Argosy Production.



**"YOUR RED WAGON"**

**CATHY O'DONNELL AND FARLEY GRANGER** (right) whose amazing performances in RKO's *Your Red Wagon* have Hollywood buzzing, get set for closeup under guidance of director Nicholas Ray. Emmett Bergholz is the cameraman. Film tells tender and terrifying love story of two hunted kids.

**THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE**





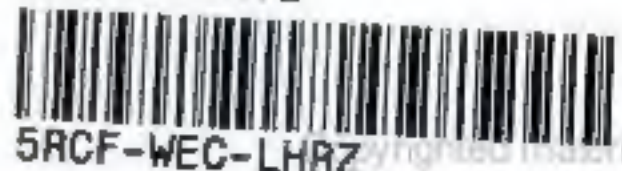


The sleek, trim lines of the Stetson Whippet...and the bold sweep of its bound brim...help to give you that confident, up-and-coming look that says you're "going places." And the Whippet is going places, too—it's America's favorite hat! \$10.

## *The* STETSON *Whippet*

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.

This One



5RCF-WEC-LHRZ





**K KAISER**

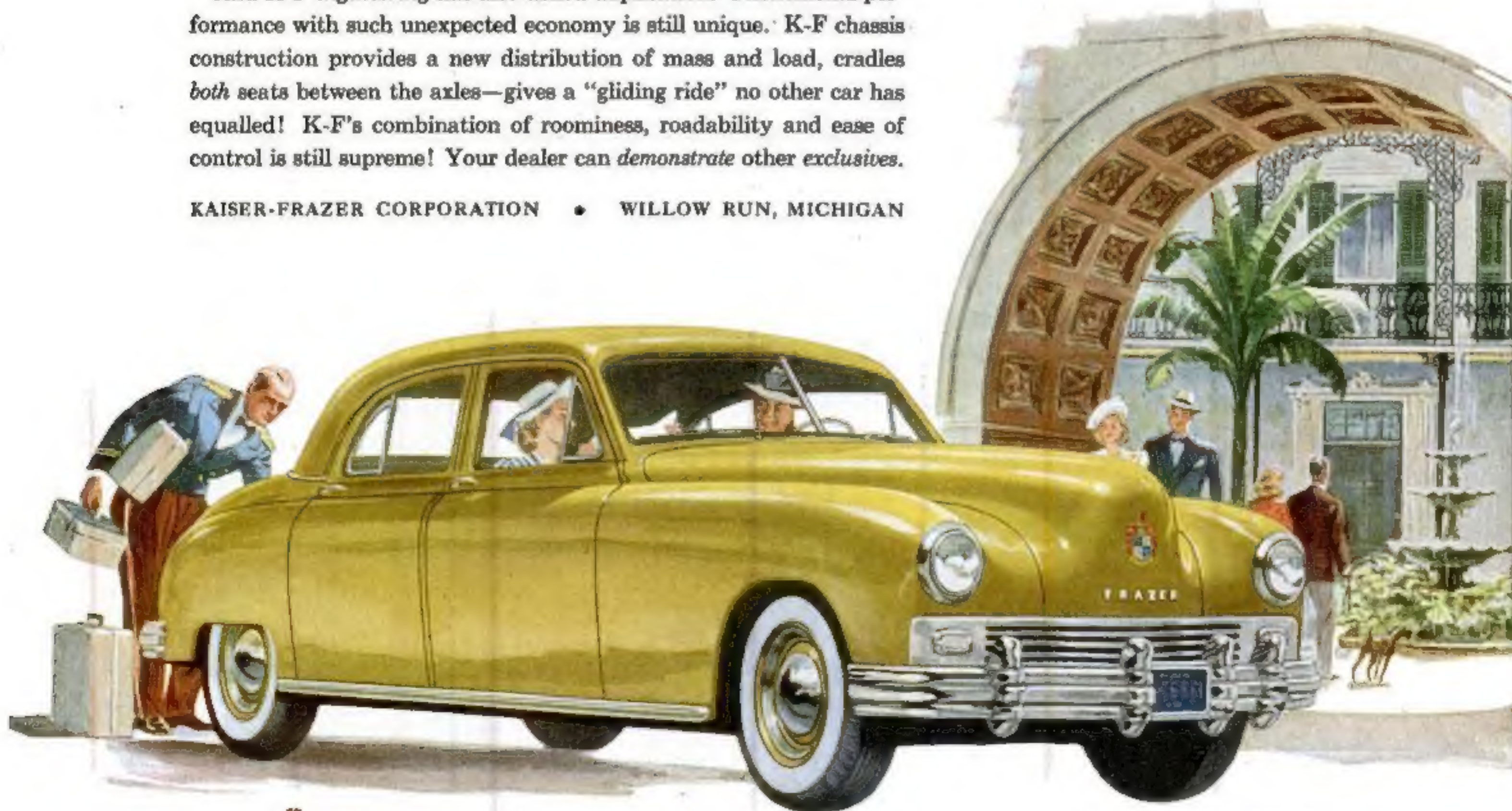
BODY STYLING BY  
*Darrin*

## What's new that's not from Willow Run?

As more and more manufacturers get around to announcing *their* post-war models, the compelling influence of Kaiser-Frazer styling becomes increasingly apparent. The *beauty* of the KAISER and the FRAZER has been paid the ultimate compliment—attempted imitation!

And K-F *engineering* has also defied duplication. Phenomenal performance with such unexpected economy is still unique. K-F chassis construction provides a new distribution of mass and load, cradles *both* seats between the axles—gives a “gliding ride” no other car has equalled! K-F's combination of roominess, roadability and ease of control is still supreme! Your dealer can *demonstrate* other *exclusives*.

KAISER-FRAZER CORPORATION • WILLOW RUN, MICHIGAN



**FRAZER**

Hear *Newscope* with  
Wendell Noble, 4 times weekly  
over Mutual



# HOUSEWIVES—breakfasts are on us!

Let us treat  
your family to  
24 steaming  
bowls of →

**Post's**  
**GRAPE-NUTS**  
BRAND  
**WHEAT-MEAL**  
**HOT CEREAL**

You serve it  
...we pay for it!



Is there a method in our madness? Yes!

We want you to meet the creamy-rich goodness of piping-hot Grape-Nuts Wheat-Meal.

We know that once people—youngsters and grownups alike—try this flavorsome, wholesome hot cereal, they're sold on Grape-Nuts Wheat-Meal for life.

That's why we make this offer of one full, 24-ounce box of Wheat-Meal—24 average bowlfuls—for FREE.

**OFFER CLOSES MAY 1, 1948! OFFER LIMITED—ONE BOX OF GRAPE-NUTS WHEAT-MEAL PER FAMILY!**

## HERE'S ALL YOU DO—while the offer lasts!

1. Ask your grocer for a box of Grape-Nuts Wheat-Meal. Pay for it temporarily!
2. Serve it. Then—let anybody in your family write us a letter—telling how much was paid for this breakfast cereal, and whether or not they like it. Mail letter together with name and address and the box top from any size package of 16-, 24- or 30-oz.—to Grape-Nuts Wheat-Meal, Dept. L-4, Battle Creek, Michigan.
3. As soon as this letter is received by us, your purchase price will be refunded by mail. This offer good in U. S. A. only.

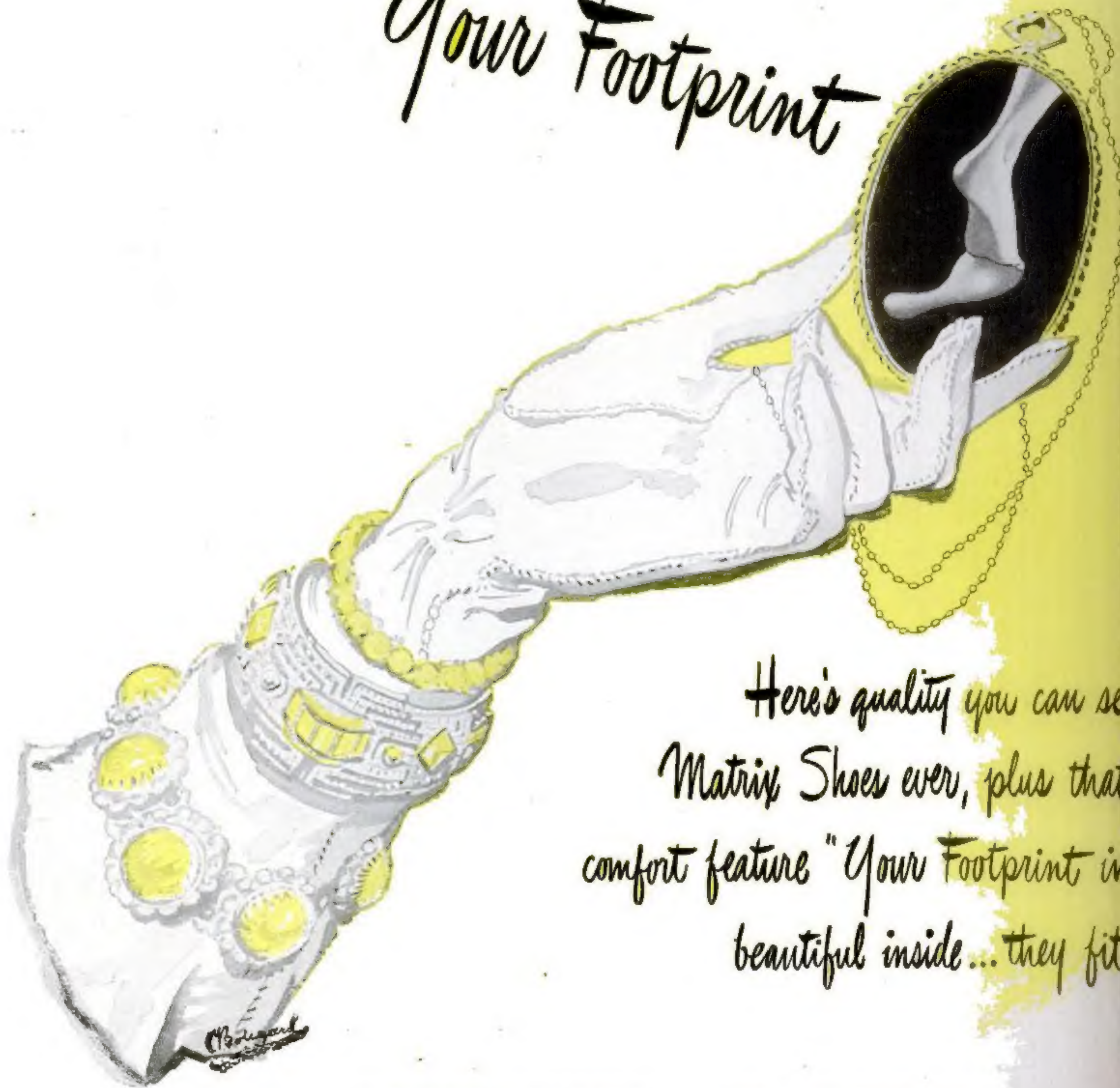
What a break for breakfast *Post's Hot* Grape-Nuts Wheat-Meal



Worth a fortune to your feet . . .



"Your Footprint"



Here's quality you can see  
Matrix Shoes ever, plus that  
comfort feature "Your Footprint is  
beautiful inside... they fit

\*Reg. U. S. Pat. Off., E. P. Reed & Co., Rochester 3, N. Y.

MATRIX SHOES ARE PRICED \$16.95 TO \$18.95





*in Leather* " \*  
... in beautiful new

# Matrix

Shoes for spring

*and feel! The finest  
fabulous fashion  
Leather." Beautiful outside...  
your foot all over!*



INCREASED FLEETS... MORE STATIONS...  
EASIER THAN EVER TO  
**RENT A NEW CAR**  
**FROM HERTZ**  
AND DRIVE IT YOURSELF



Yes, easier than ever now to enjoy the convenience, the luxury, the fun of *modern travel*! In over 300 cities in the U. S. and Canada, for time-saving business trips, or thrilling holidays, you can rent a big new Chevrolet or other fine car from Hertz (virtually all cars now current models, and fleets increased by 50%) and drive it yourself. You can travel by plane or train luxuriously, and when you get there rent a new car from Hertz to go where you want in style, conveniently. You can reserve a new car from Hertz before you leave home, through the Plane-Auto and Rail-Auto Travel Plans, at your local Hertz station, or air line or railroad ticket counters.

Remember, Hertz is the only coast-to-coast rent-a-car system, reliable and experienced, through 24 years of service. For complete information call your local Hertz station listed under "Automobile Rentals" in the classified telephone directory. For free directory of all Hertz stations, and full information, write Hertz Driv-Ur-Self System, Dept. 238, 218 S. Wabash Avenue, Chicago 4, Ill.

**NOTE:** To serve more cities and towns, licenses are being granted to qualified local interests to operate as part of the Hertz System. For complete information write Hertz Driv-Ur-Self System, Dept. 238, 218 S. Wabash Avenue, Chicago 4, Illinois.



Now serving you in  
<sup>300</sup> ~~275~~ 250 CITIES throughout  
the U.S. and Canada

You can Rent a new Car from HERTZ as easy as







## At the Bellevue-Stratford in Philadelphia

• In the Stratford Garden of Philadelphia's historic Bellevue-Stratford Hotel, as in so many of the distinctive places throughout the country, Webster Cigars are making a little history, too . . . for, today, more Websters are smoked than any other high-grade cigar (cigars selling from 15c up)! This success story is based on the unvarying blend that gives Websters such a dependable, satisfying flavor.

• There are five different sizes of Websters, selling from 15c to 35c. But, regardless of price or size, every Webster is made of 100% long Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut Shade-grown. Sold wherever fine cigars are sold.

### WEBSTER CIGARS

EXECUTIVE AMERICA'S TOP CIGAR

ADV. B. B. N. A. V. A.

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 25c • Directors, 35c

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., NEW YORK



*Come and  
get it!*

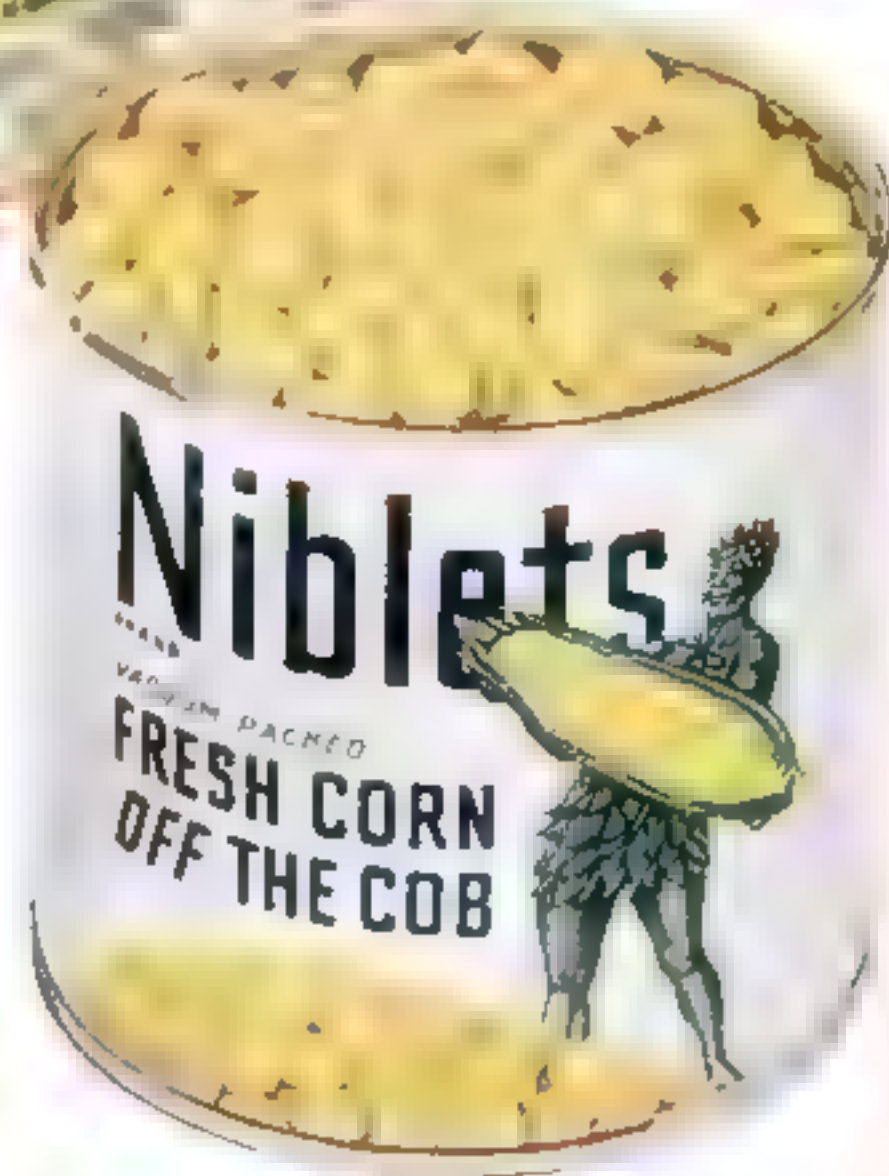


"NIBLETS" AND  
"GREEN GIANT" BRANDS  
REG. U. S. PAT. OFF.  
© 1954 U. S.

Down on the farm when the dinner bell rang, they came "a-runnin'." Maybe ma had roastin' ears. (Some eating fun, eh, old-timer?) Modern moms who love their men fetch 'em faster into dinner with Niblets Brand whole kernel corn—because it's corn-on-the-cob without the cob. Great big tender golden kernels. Grown from our own exclusive seed. Packed at the fleeting moment of perfect flavor.

# *Niblets* BRAND *WHOLE KERNEL Corn*

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.



ALSO PACKERS OF GREEN GIANT BRAND PEAS



# Comfort TEAMS UP WITH STYLE IN PORTO-PEDS

Originality in styling gives Porto-Ped Shoes their top-notch smartness. And for assurance of *luxurious foot comfort*, Porto-Ped's patented, resilient air cushion and flexible Arch Lift have no equal.

PORTAGE SHOE MFG. CO.  
Division of Weyenberg Shoe Mfg. Co.  
Milwaukee 1, Wisconsin

THE ZEPHYR  
Made 26B4 5

Style rich moccasin  
type in brown  
boarded calf with  
hand sewn vamp



PORTO-PED Air Cushion  
★ Yields with every step  
★ Absorbs shocks, jars  
★ Keeps you foot-fresh

## LETTERS TO THE EDITORS

### PALESTINE PROBLEM

Sirs:

I wish to commend LIFE in the highest terms for its splendid and fearless editorial on the Palestine issue in the edition of Feb. 16.

You have performed a great service in presenting to all Americans the basic issues confronting our State Department when it determines what the policy of the U.S. is to be.

I am firmly convinced that you are correct in branding the alleged "Jewish vote" as false and nonexistent. In the past Americans of Jewish faith have always cast their votes—as have all of their fellow Americans—as individuals. They should and will continue to do so in the future.

I approve heartily of your plan for a bipartisan approach in the coming campaign. This can best be achieved by bipartisan support of some such measure as the Stratton bill, which would aid all displaced persons, of whom about 20% are Jews and 80% of Christian faith. Passage of the Stratton bill would give such hope and promise to the unfortunates now languishing in camps that the pressure would be relieved from those who see Palestine as the only country available where they can start their lives anew . . .

Once more my heartiest congratulations.

LESSING J. ROSENWALD  
President

American Council for Judaism  
New York, N.Y.

Sirs:

. . . If, as you say, there has never been a "Jewish vote" before, rest assured there is one now. American Jews number five million and live in large numbers in states such as Illinois and Massachusetts, where they compose 5% of the population, and in New York (with its 47 electoral votes), where they make up 17% of the voters. Out of chagrin and disgust Jews will vote with the fate of Palestine foremost in their minds. Add this to the facts of a third party and potential split in the Democratic ranks, and you will find reason enough for pro-Jewish statements of Truman, Stassen, et al. . . .

HERBERT P. SYROP

Yonkers, N.Y.

Sirs:

The Jews of America vote and think as individuals; no group, organization or hierarchy can speak for all of us. We have a natural desire to

CONTINUED ON NEXT PAGE

FOR THE CONVENIENCE OF LIFE'S  
NON-SUBSCRIBING READERS

To see life  
To see the world  
To eyewitness great events

I want to see **LIFE** each week.

PLEASE ENTER MY SUBSCRIPTION TO LIFE FOR

<input type="checkbox"/>	ONE YEAR at \$5.50
<input type="checkbox"/>	2 YEARS at \$10
<input type="checkbox"/>	3 YEARS at \$13.50

NAME \_\_\_\_\_ PLEASE PRINT  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

I enclose \$ \_\_\_\_\_ ☐ Please bill me  
L 3-8  
(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.  
Or give it to your newsdealer)



# Three thrilling moments

FOR A BRAND NEW MOTHER



1. When you see your new baby for the first time...and your new life as a mother begins...that's your proudest moment.

2. When the family sees baby, you're thrilled to present the newest, most precious member to those beaming relatives.

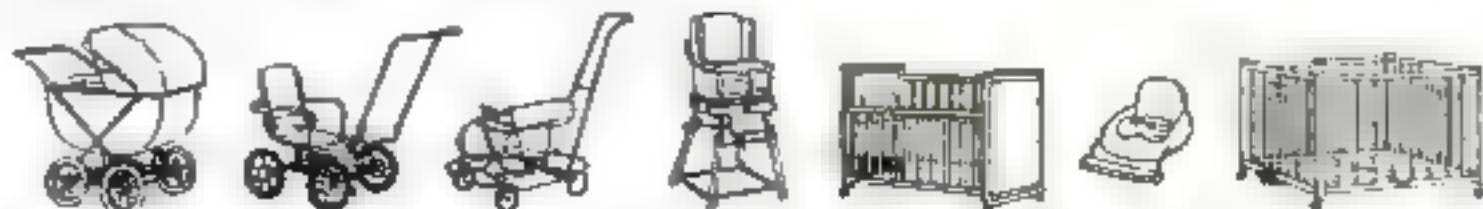


3. When the world sees baby in his new

# Thayer FOLDING COACH

THAT'S a thrilling moment indeed, the first time you parade your little king or queen down the avenue! A lovely baby in a lovely carriage will turn all heads. The new THAYER FOLDING COACH is America's most beautiful infant vehicle, with its gleaming aluminum chassis and its flexible plastic body in your choice of glowing colors. And of course THAYER is a by-word for baby comfort and safety. Baby rides in luxurious upholstery, on a shock-proof, sway-proof chassis. "Feather-Touch"

Back Rest adjusts instantly to three positions. Aluminum push handle adjusts to mother's height. Then there are safety brakes with Non-Tip stand, big bicycle-type wheels with self-oiling, squeak-proof bearings and semi-pneumatic tires . . . but see for yourself when you inspect the new THAYER at your favorite store! Or send 10 cents for your copy of "PRIMER FOR PARENTS" to Thayer, Inc., Dept. LM2, Gardner, Mass. (In Canada, address Bruce Stauffer & Co., Ltd., Montreal 25).



Carriages • Strollers • Toddlers • Hi-Chairs • Cribs • Training Seats • Potty-Toilets

Thayer IS THE GLAMOUR NAME IN JUVENILE PRODUCTS





## Don't let them whisper behind your back!

Lifbuoy Health Soap is the only soap especially made to stop "B.O." (body odor). Remember, Lifbuoy contains an exclusive purifying ingredient. A daily Lifbuoy bath gives you such lasting all-over protection!

And Lifbuoy is amazingly mild and refreshing. You'll be delighted with your exhilarating Lifbuoy bath. Use Lifbuoy for a week and you'll use it for life!

### The refreshing bath that gives lasting protection!

Used in the homes of 40 million Americans

Another Fine Lever Product



## LETTERS TO THE EDITORS

CONTINUED

see an independent Jewish state established but without U.S. foreign policy suffering in the process.

Three cheers for the brave fighters of Palestine, but America comes first.

M. GOODMAN

New York, N.Y.

Sirs:

Your editorial on Palestine, along with others that have begun most singularly to appear in magazines and newspapers of wide circulation, assumes that partition has failed. . . . This presupposition of failure which your editorial adopts and which the British and our own State Department likewise adopt seems to carry with it a hope of failure. Can it be that this not-so-subtle attitude is a prelude to a self-righteous return to the United Nations, piously asking for a revision of the previous recommendation? There is no doubt that the road back is being paved now. . . .

Perhaps it would be better to take the Palestine issue out of the State Department where it rests so uncomfortably now. Your editorial prettily ignores the fact that it is the State Department which placed the arms embargo and has issued no statement or made any overt act to indicate that it supports the U.N. decision. It is not that the issue is out of the hands of the State Department but rather that it is in the hands of the State Department that mischief lies.

Why not try partition?

REPRESENTATIVE EMANUEL CELLER  
Congress of the United States  
Washington, D.C.

### TENNESSEE WILLIAMS

Sirs:

I want to express my appreciation of Lincoln Barnett's remarkable profile on Tennessee Williams (LIFE, Feb. 16). While no article could do more than intimate the genius of Williams' work—the vibrations his lines strike in the heart and mind—the Barnett article, so sensitive and true, succeeds in portraying Tennessee Williams' nobility of character and spirit. Tennessee Williams is not only an extraordinarily great artist, a genius, he is also one of the wholly beautiful human beings I have ever known. Barnett did a rare job—so thank you.

CARSON MCCULLERS

Nyack, N.Y.

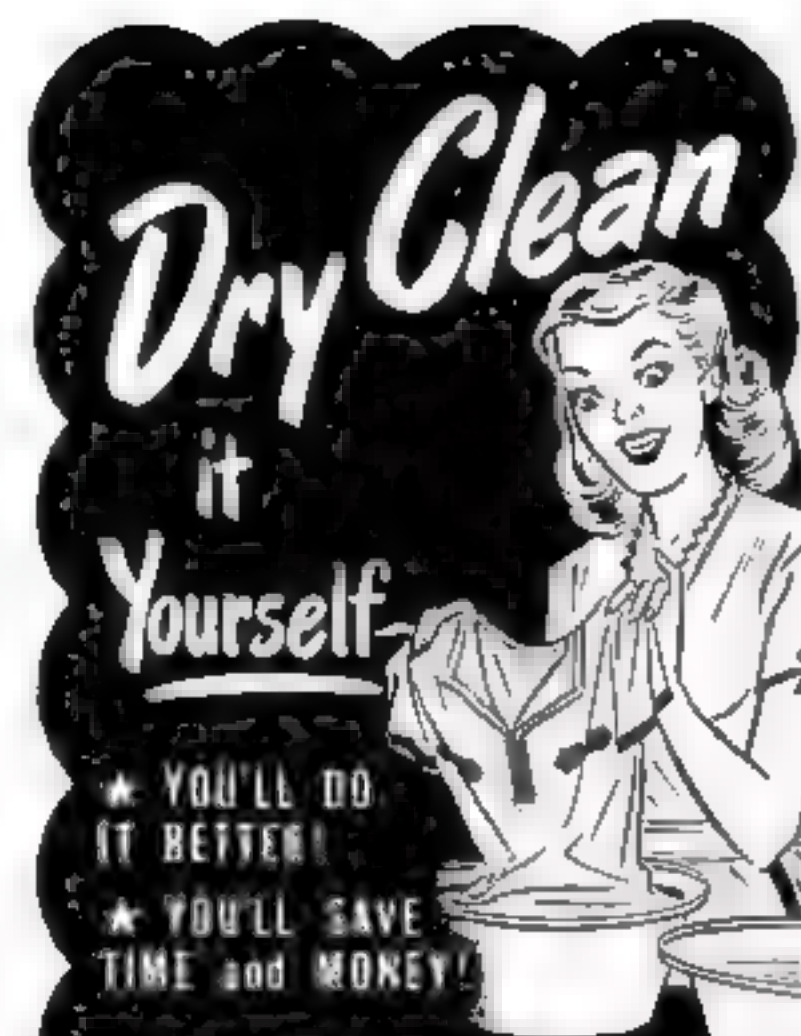
●Thirty-year-old prizewinning (*The Heart Is a Lonely Hunter*) Novelist McCullers has herself been described as a writer of "simplicity," "haunting insight" and "Tolstoyan lucidity." —ED.

### HORRORS, OCTOPI, ALLIGATORS

Sirs:

Concerning your Sunday evening of carnage on the radio (LIFE, Feb. 16), I am writing to say that I am one of those "sadistic persons" who wholeheartedly recommends this "carnage" for youth. I believe that if parents would sit by the radio with their adventurous offspring, sharing in the excitement of it all, and afterward would sit and discuss the supernatural, the horror, the unreasonableness, humor or logic of the program, it would work out all right. . . .

I have three demons of my own. It would please me greatly if my daughter would become a woman spy for



Just "DIP and RINSE"



DRESSES



NECKTIES

SWEATERS • BLOUSES • SKIRTS  
SLACKS • CURTAINS • RUGS  
SLIP COVERS • UPHOLSTERY

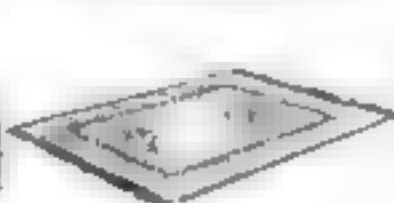
What wonderful results when you DRY CLEAN at HOME with Renuzit! No disappointments! No shrinking! No stretching! You'll save many dollars—you'll find it so easy, so safe, so gentle to delicate fabrics and colors. No wonder it's America's Largest Selling French Dry Cleaner!

And now, there's a new "SUPER" Renuzit! It's Deodorized! It's Detergenized! It works wonders on both oil and water bound soil and has double cleaning action. Try this faster, safer, better cleaner! A simple once-over on rugs, upholstery, etc., and they sparkle like new. Tile, linoleum and woodwork too!

AT LEADING STORES EVERYWHERE



UPHOLSTERY



RUGS



only \$1.19 GAL.

Also 2 Gal. and Quart Sizes


Slightly Higher in Far West and South

**SUPER RENUZIT**  
FRENCH DRY CLEANER

RENUZIT SPOT & STAIN REMOVER  
IT REALLY WORKS ON LIPSTICK • FRUIT STAINS  
and other hard-to-remove spots  
4 oz. 29c Sold Everywhere

CONTINUED ON PAGE 18



A black and white illustration of a woman lying on her back, wearing a Jantzen girdle. The girdle has a patterned waistband and a dark, elastic band with a large, dark, teardrop-shaped buckle. She is holding the ends of the girdle. There are small, stylized illustrations of a bird and a clock near her head.

you'll get  
**younger**  
by the  
minute!

it's as easy as pie to be young these  
days...all it takes is an active mind,  
an active body, and a light little Jantzen  
girdle (or panty-girdle) to trim you,  
slim you, smooth you, to give you more bend,  
more swing, more freedom, more zing...  
for spring! Jantzens, as everybody knows  
by this time, are young, give you young,  
young lines, give you a young, young feeling.  
They come in airy-fairy elastic yarn fabrics,  
stay up at the top, down at the bottom without  
pinching, poking, binding or twisting...are  
as flexible as a spring romance! This little job  
comes in white as well as nude...at most stores.

<sup>®</sup>  
*Jantzen*  
girdles  
and panty-girdles  
by the makers of  
Jantzen swim suits

JANTZEN FOUNDATIONS • EMPIRE STATE BUILDING, NEW YORK



**WIND**

**PROOF!**

**RONSON**  
**WHIRLWIND**

famous 2 in 1 lighter with disappearing windshield

**GREAT OUTDOORS...  
SMART INDOORS!**

● For any cigarette, cigar or pipe smoker who loves the open-air life, what smarter, more constantly useful personal appointment than Ronson's famous "Whirlwind" world's greatest lighter for the great outdoors! When the wind blows just slide the disappearing windshield up. One-finger, on-action lights it. Yes, like all Ronsons, it features that durable, patented Ronson safety-con for increased smoking pleasure:

*Press, it's lit! ... Release, it's out!  
Safely out the instant you lift your finger!*

Model shown \$8.25

FOR FATHER'S DAY, GRADUATIONS... WEDDINGS... ANY GIFT OCCASION... Choose from the Ronsons shown here at your dealer. Ronsons for pocket and handbag from \$6.00... richly silver-plated table models, all modestly priced.

No individual orders can be filled direct.

**RONSON**

WORLD'S GREATEST LIGHTER

FUN... EXCITEMENT... Tune in on Ronson's "20 Questions" Sat. P.M., Mutual Network (Pacific Coast Sun. P.M.)

Newark, N.J.  
Toronto, Ont.  
London, Eng.

## LETTERS TO THE EDITORS

CONTINUED

the FBI. My eldest son should become a criminal lawyer, and my younger son should continue in the footsteps of a great writer of "spooky tales" just like Orson Welles.

ANN FURNESS

Missoula, Mont.

Sirs:

... Personally I slept much better following the fictional amputation portrayal in *The Shadow* than I did after seeing two women making love to an alligator—and an octopus sucking blood from a crab.

RICHARD E. DUFFEY

Anniston, Ala.

Sirs:

... What on earth is cuddly about an alligator ("Alligator Lovers," LIFE, Feb. 16)? As far as I know they are cold-blooded. Have you ever touched an alligator's hide? It gives some people goose bumps.

I would hesitate to shake hands with either Miss Roberts or Miss Davis. I expect it would be a cold and clammy handshake.

Thank you, I feel better now.

RENEE BREEDEN

New York, N.Y.

### IN DEFENSE OF DARLAN

Sirs:

In the comment you printed, along with a picture of General Eisenhower and of my father, Admiral Darlan (LIFE, Feb. 9), you referred to the latter as Vichy France's turncoat admiral.

Not only do I resent personally the unfriendliness of this statement, but I am once more very much surprised by your lack of information or of understanding in regard to what was France's and my father's exact position after the armistice of June 1940, particularly at the time of the Allied landing in North Africa...

General Clark was at the time of his negotiations with my father exclusively and legitimately concerned with the success of a huge, risky and complex military operation. His only objective was to iron out any obstacle that could arise in the way of this success. The presence of my father was considered by him, at first, as one of these obstacles, because it had not

CONTINUED ON PAGE 12

Subscription rates: U.S., Alaska, Hawaii, Canada, Newfoundland, \$4.00; 2 yrs., \$8.00; 3 yrs., \$12.00. LIFE, International edition, forty issues for Canal Zone, Puerto Rico, Virgin Islands, 1 yr., \$1.00; all Pan American Postal Union countries and Philippines, 1 yr., \$1.00; Great Britain and Ireland, 1 yr., \$2.00; all other countries, 1 yr., \$2.50.

Change of Address: Four weeks' notice is required. When ordering a change please name magazine and furnish an address in full. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

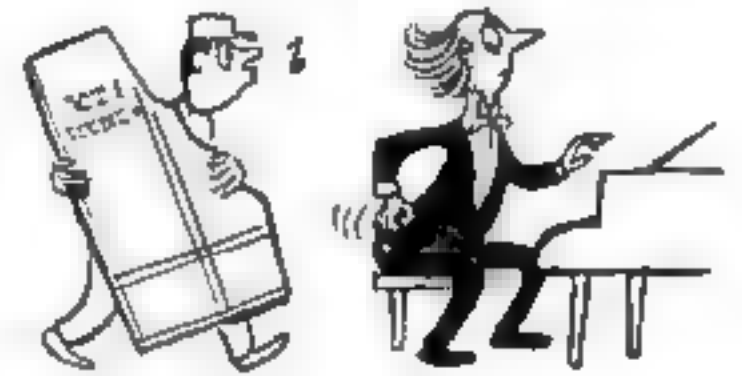
Address all subscriptions and correspondence concerning them to LIFE, Subscription Dept., 140 N. Michigan Ave., Chicago 11, Ill.

Address all editorial and advertising correspondence to LIFE, Time & Life Building, 41 Rockefeller Plaza, New York 20, N.Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy L. Larsen; Vice President & Treasurer, Charles L. Sullivan; Vice President & Sales Director, Howard Black; Vice Presidents, Allen Grover, C. D. Jackson, P. I. Penner; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Production Manager, N. L. Wallace; Circulation Director, F. DeW. Pratt; Producer, Tux March; or TIME, Richard de Rochemont.



A concert pianist named Herman



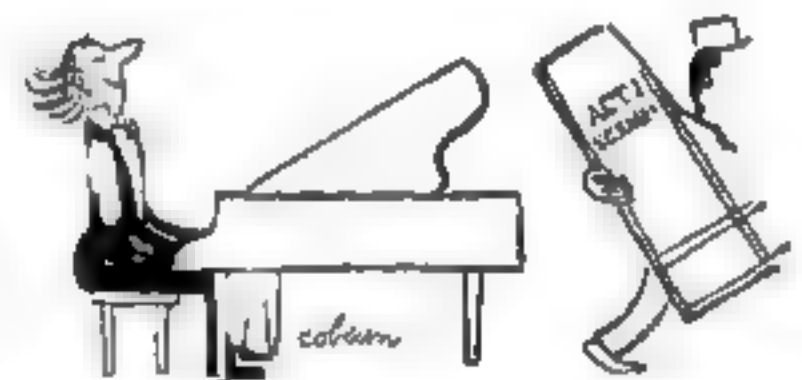
Had troubles he couldn't determine.



Said a stagehand: "Play safe—



Arrow Shorts never chafe.



They're roomy, and that means no squirming!"



No chafing center seam • Sanforized-labeled • Gripper fasteners • elastic or tie side • boxer model • adjustable back.

**ARROW**  
**SHORTS**

\$1.25 \$1.50 \$1.75 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts  
Cluett, Peabody & Co., Inc.



# Well! Well! A new Chateau Wonder for Lent!

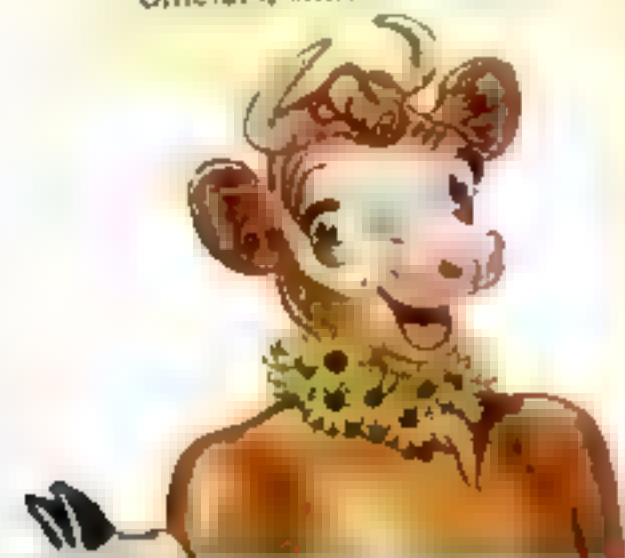
## Chateau Cheese Chops!

**Wonderful!** How Borden's Chateau perks up a meatless main dish!

1/2-lb. pkg. Borden's Chateau, diced	1/2 teaspoon pepper
4 tablespoons butter, softened	1 teaspoon salt
2 teaspoons prepared mustard	1 tablespoon finely chopped parsley or chives
1 1/2 cups cracker crumbs (about 20 crackers) or 1 cup fine, dry bread crumbs	2 eggs, beaten

Combine all ingredients—making sure your cheese is Borden's Chateau. (You see, other cheese foods don't give you Chateau's own zesty Cheddar cheese flavor.) Shape mixture to look like meat chops. Pan-fry over low heat till lightly browned on both sides. Serve with horse-radish sauce or Creole sauce. (Makes 6 chops.)

These hearty cheese chops made with Chateau have a "just-right" zip that comes from Borden's special blending of fine aged and mellow-mild American Cheddar cheeses. Chateau spreads—slices—melts to perfection. Adds whole-protein nourishment to sandwiches, sauces, omelets, snacks! Comes in 1/2-lb. package or 2-lb. loaf



## Celery stuffed with Heaven!

Take a crisp, crunchy celery stalk and heap it high with Borden's Olive Pimiento Cocktail Spread. This creamy smooth spread is chock full of colorful morsels of scarlet pimiento and green olives. Just one of eight heavenly kinds of cocktail spreads that Borden's makes. Try them all. Keep one or more varieties handy for snacks for grownups or after-school sandwiches for the youngsters.

## Borden's Fine Cheeses

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

Elsie presents The Borden Program with Mark Warnow's orchestral CBS, Wed.—9 p.m., E.S.T.



## This tells 'em you know your cheeses!

The smartest way we know of to wind up a smart dinner is with crackers—crisp and warm from the oven—and individual portions of Borden's Military Brand Camembert Cheese. This is Camembert—proud aristocrat of cheeses—at its smoothest, richest best. Creamy-centered. Mildly mellow. With a delicate flavor all its own! (P.S. Camembert is at its best when the center is soft and creamy-yellow.)

© The Borden Company



the shoe  
with the  
beautiful  
fit \*



Naturalizer

The kind of quality and  
style you like to wear, at  
the leverheaded prices  
you don't mind paying.  
Naturalizer Division, Brown  
Shoe Company, St. Louis.

Shoes illustrated, 10<sup>95</sup> to 11<sup>95</sup>  
Other styles from 7<sup>95</sup> to 11<sup>95</sup>

\* looks good from any angle



EVERYWHERE PEOPLE AGREE...



You  
write  
Best  
with  
Scripto

HERE'S WHY:

Scripto mechanical pencils lighten household writing and figuring...bring modern speed and ease to all writing needs of business and school... Always sharp, ready to write...ends stop-and-go sharpening... Long, strong 4-inch lead averages 22,000 words.

Illustrated:  
The popular-priced Scripto, 20c. The Scripto Thin-Lead Pencil, \$1.50, 6 extra leads in magazine. From the famous Scripto family of writing instruments. Prices slightly higher in Canada. Also available imprinted for Company identification.

**Scripto**  
PENS AND PENCILS

at leading chain, drug, department and stationery stores everywhere

Copyright 1948, Scripto, Inc., Atlanta, Ga.

LETTERS TO THE EDITORS

CONTINUED

been foreseen in the plans that had been laid. The obstacle became even more of a problem when, to the evident amazement of the outsiders, the man they thought was considered as a traitor, despised and hated by his own people, turned out to be the only one holding in his hands enough respected authority and prestige to give any orders.

But—and this is a point you seem to ignore or to overlook—my father's decision to stop the fighting and to cooperate fully with the Allies was not a coat-turning nor was it a disavowal of Vichy Marshal Pétain's policy...

In the face of the Allied landing my father knew what would be Marshal Pétain's interpretation of that policy. Unfortunately Marshal Pétain became virtually prisoner of the Germans. It was only when my father was convinced that his superior, Marshal



ALAIN DARLAN

Pétain, was no longer able to make his will known to the outside world that he felt free to take the necessary decisions himself. These decisions were not induced by any personal fear or by any pressure. They were the fruits of his own judgment but were only taken in the light of Marshal Pétain's policy.

As a matter of fact, the question of knowing or of proving whether Admiral Darlan was or was not a turncoat and a traitor is, in itself, quite secondary. The real questions, the only ones in which history will be actually concerned, are:

Why did Marshal Pétain accept to sign an armistice with Germany in June 1940?

What was the one, only and real leading principle of the policy inspired, after the armistice, by Marshal Pétain and carried out in a great part by Admiral Darlan?

Was that policy intended to destroy or to protect the vital interests of France, and what were actually its results?

Only when these questions have a chance to be publicly answered, and without the blur of hatred, sarcasm, misinformation or indifference, will it be time to consider and to decide whether the men who inspired and carried out such a policy were traitors or cowards or patriots.

ALAIN DARLAN

Warm Springs, Ga.

● LIFE's thanks to Mr. Darlan for his able defense of his father. Suffering from infantile paralysis, Alain Darlan came to Warm Springs, Ga. for treatment at President Roosevelt's invitation in 1943. Since then Darlan's condition has considerably improved. —ED.



COSTUME BY BEN REID

Cling-cling-cling round your ankles!

CANNON NYLONS give you extra elasticity for that smart, hug-the-ankle fit. (And ankles are important these "new look" days.)

Cannons give you misty beauty, too, without a trace of shine (thanks to high-twist thread). And because they're made in air-conditioned rooms, every pair's the same—in enduring loveliness!

Ask to see BLUHAZE, enchanting new Cannon shade for spring.

not just nylons...but  
**Cannon Nylons!**



CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

Copyright 1948, Cannon Mills, Inc.

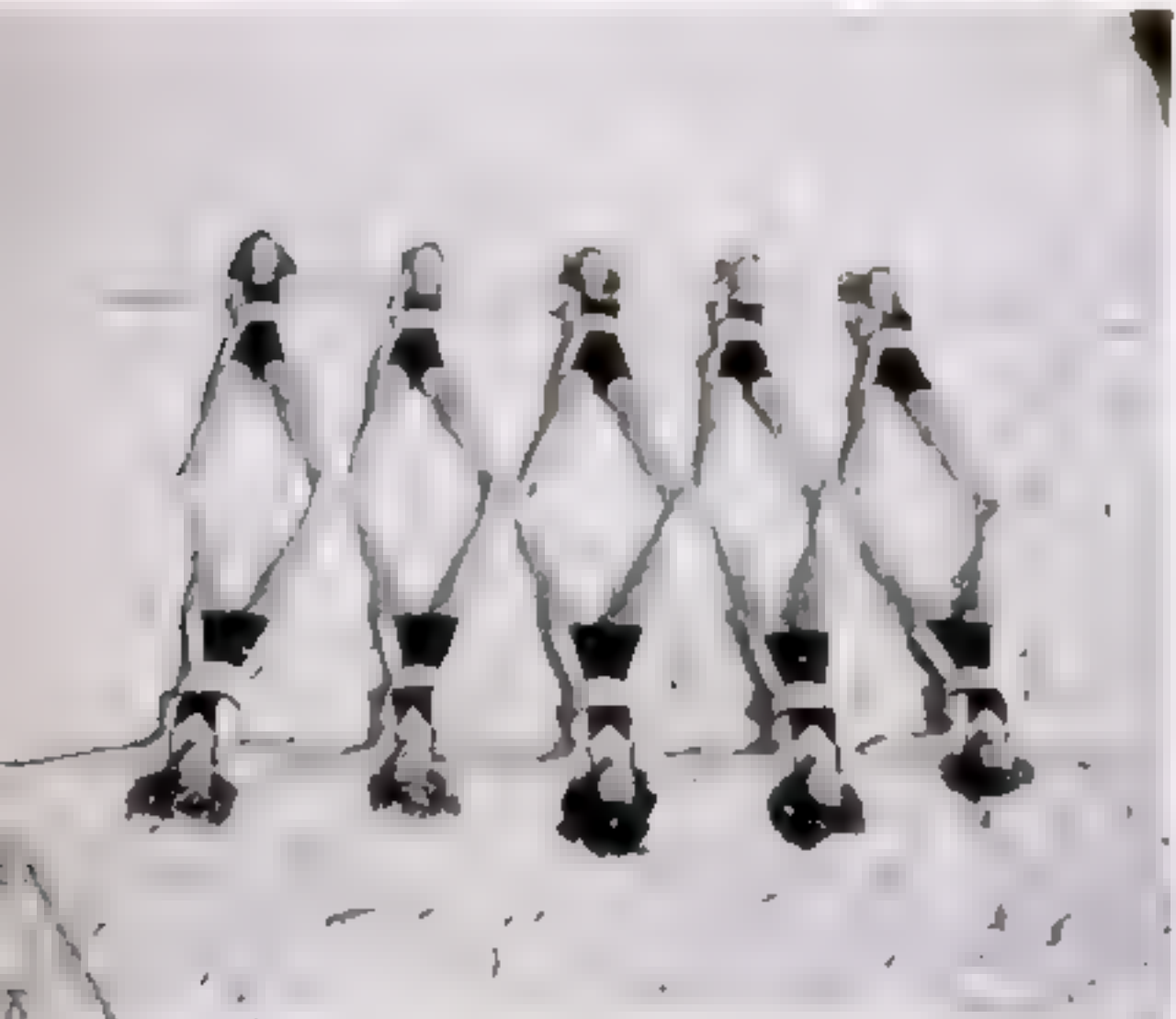




HIDDEN COLLEAGUES MAKE GIRLS' "HORNS"



EYE-CATCHING 'V' HAS 11 KNEELING GIRLS



GIRLS FORM PATTERNS (ABOVE, BELOW)



# SPEAKING OF

## ... THE GOVERNOR OF FLORIDA APPLAUDS

According to Governor McIntosh of Florida these pictures represent the "advance motion" in "the battle for the tourist trade of the nation." On Feb. 20 the governor recognized them officially presenting to the man who produced them a big bronze plaque. He is Richard Downing Pope, a short,

dark, stocky, middle-aged man who, almost single-handedly, has developed over half of all the Florida bathing spots in the last year. Pope does all his work in his own "team" of "Orange-Garments," which he reclaimed in 1934 from a dismal patch of swamp. He now has 37 acres of towering cypress trees, dozens



HUGE WHEEL OF GIRLS HAS HUB OF ORANGES AND GRAPEFRUIT. FOR SUCH PICTURES



# PICTURES...

## PROMOTER'S PICTURES OF FRUIT AND GIRLS

of glistening canals, masses of hibiscus, flame vines and gardenias and 28 girls who look wonderful in bathing suits. Known among envious fellow promoters as the Maharaja of the Marshes and the Swamp of the Swamps, Pope prefers to think of himself simply as a genius. He works 13 hours a day

grinding out pictures of girls and grapefruit (*below*) and collecting a dollar a head from thousands of eager, camera-toting tourists who like to photograph his models and his scenery. His current ambition is to dump a quarter of a million gardenias on New York City from an airplane to advertise his gardens.



PUBLISHED POPE RECEIVES \$20,000 A YEAR FROM THE FLORIDA CITRUS COMMISSION



RAISED ARMS SHOW OFF BATHING SUITS



SO DO SEMI-RECLINANT POSES LIKE THESE



GIRLS PLUG "LIFE" (ABOVE), KNEEL (BELOW)





This year  
make a beauty  
of yourself



Now you'll want to look delicate and delicious with the most flawless complexion you've ever had. Gone—slap-dash cosmetic habits. Rediscovered—the marvelous Luxuria-care that Harriet Hubbard Ayer so carefully plans for you.

- ★ Start flawless complexion care with frequent Luxuria cleansing. 1.00\*, 2.25\*, 3.50\*.
- ★ Follow with Skin Lotion to quicken your skin to a wide-awake freshness. 1.00\*, 1.75\*.
- ★ Before bed, smooth on Beautifying Face Cream for the pretty-as-porcelain look. 1.00\*, 1.75\*, 4.50\*.

HARRIET  
HUBBARD

Ayer

LUXURIA LENGTHENS YOUR LOVELIEST HOURS

Result—You didn't know  
you were such  
a beauty!

## LIFE

EDITOR-IN-CHIEF.....Henry R. Luce  
PRESIDENT.....Roy E. Larsen  
EDITORIAL DIRECTOR John Shaw Billings

### BOARD OF EDITORS

Daniel Longwell.....CHAIRMAN  
Joseph J. Thorndike, Jr.....MANAGING EDITOR  
Wilson Hicks.....EXECUTIVE EDITOR  
Edward K. Thompson.....ASSISTANT MANAGING EDITOR  
John K. Jessup.....EDITORIALS  
Charles Tudor.....ART DIRECTOR

Joseph Kastner, Robert Coughlan,  
Philip H. Wootton, Jr., Oliver Jensen,  
Sidney L. James, Fillmore Calhoun.

### SENIOR WRITERS

Noel F. Busch, John Chamberlain,  
Charles J. V. Murphy, Winthrop Sargeant.

### ASSISTANT EDITORS

Herbert Brean, Gene Cook, Matland Edey,  
Ernest Havemann, John Jenkinson, Rich-  
ard W. Johnston, Sally Kirkland, Kenneth  
MacLeish, Donald Marshall, Tom Pri-  
desux, Lillian Ruxey, Maria Sermolina, John  
Thorne, Margit Varga, A. B. C. Whipple.

### REPORTERS

Earl Brown, Robert Campbell, Frank  
Campson, George Catrakis, John Dille,  
Leo Ellington, Gene Farmer, John Haver-  
stick, John Kay, Barbara O'Connor, Jeanne  
Perkins, Claude Stenush, Robert Wallace,  
Bishop White.

### RESEARCH STAFF

Marian A. MacPhail.....Chief  
Assistant: Jo Sheehan, Joan Werblin,  
Valerie Vonderulike, Helen Dyeell.

RESEARCHERS: Constance Balmington-  
Smith, Mary Elizabeth Barber, Margaret  
Bassett, Nancy Benn, Patricia Beck, Ma-  
thilde Bonart, Inez Buonodono, Tom Car-  
nahan, Kay Doering, Hilda Edson,  
Phyllis Feldkamp, Constance Foulk, Ted  
Hecht, Shirley Herwig, Marjorie Isaman,  
Mary Leatherbee, Jeanne LeMonnier, Joan  
Lowine, Geraldine Lutz, Hildegard May-  
nard, Beatrice Parker, Jacqueline Parsons,  
Joan Paterson, Dorothy Seiberling, Kath-  
leen Shortall, Patricia Smith, Jacquelyn  
Snow, Dana Solomon, Jeanne Stahl, Lucille  
Stark, Rachel Tuckerman, Elizabeth Van  
Dyke, Jane Wilson, Monica Wyatt, David  
Zentlin.

### PICTURE BUREAU

Executives: G. W. Churchill, Robert  
Gavin, Ray Mackland, Dorothy Hoover,  
O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Burna, Cornell Capa,  
Edward Clark, Ralph Crane, Leonard Dean,  
David Douglas Duncan, Alfred Eisenstein,  
Elliott Erwin, J. R. Everman, V. R. Far-  
man, Andreas Feininger, Albert Fenn, John  
Flores, Herbert Gehr, Fritz Goro, Allan  
Grant, Bernard Hoffman, Martha Holmes,  
Yale Joel, Mark Kaufman, Dmitri Kessel,  
Wallace Kirkland, Nina Leen, Anthony  
Luick, Thomas McAvoy, Ralph Morse,  
John Phillips, Walter Sanders, Frank Scher-  
schel, George Silk, George Skadding, W.  
F. Smith, Peter Stockpole, Charles  
Stanhoefer, William J. Sumner.

PICTURE RESEARCHERS: Muriel Ballard,  
Jane Bartels, Mary Carr, Margaret Gold-  
smith, Natalie Kosek, Ruth Lester, Maude  
Miller, Helen Rounds, Margaret Sargent,  
Muriel Trebay.

### LAYOUT

Michael Phillips, Bernard Quint, William  
Galagher, Hilda Adelsberger, Matt Greeno,  
Earl Kersh, Anthony Solara, Frank Stock-  
man, Dorothy Witkin, Alfred Zingaro.

### NEWS SERVICES

DOMESTIC: David Hulburd (Chief), Helen  
Robinson, Dorothy Sterling, Jean Snow,  
Bureau Heads: Washington Robert T. Loomis,  
Chicago Penrose Beall, Los Angeles James  
Parton, Correspondents: Washington Irene  
Bain, Holbrook Bradley, Milton Orshof-  
sky, Arthur Shay, Chicago Hugh Moffett,  
Helen Douglas, Coles Phinney, Los Angeles  
Jack Beardwood, Oliver Allen, Roy Craft,  
Alice Crocker, Atlanta William S. Howland,  
John Bryson, Boston Jeff Wyke, Richard  
Wilkes, Dallas Roland McCombs, Don  
Morris, Denver Barron Beshoar, Detroit,  
Fred Collins, San Francisco Fritz Goodwin,  
Martin O'Neill, Seattle Sidney Copeland.

FOREIGN: Manfred Gottfried (Chief of Cor-  
respondents), Eleanor Welch, Senior Cor-  
respondents—John Osborne (British Isles),  
Robert Sherrod (Pacific), Bureaus—London:  
Patrick O'Sheal, Frances Levinson, Paris:  
Andre Laguerre, Elmer Lower, Mathilde  
Camacho, Bernard Frisell, Berlin: John  
Scott, Will Lang, Percy Knauth; Prague:  
Robert Low, Rome: Emmet Hughes, Mos-  
cow John Walker, Cairo Donald Burke,  
New Delhi Robert Neville, Shanghai  
William P. Gray, John Purcell, Tokyo:  
Carl Mydans, Mexico City: John Stanton;  
Buenos Aires: William W. Johnson, Rio de  
Janeiro: William W. White.

### PUBLISHER

Andrew Henshall

ADVERTISING DIRECTOR  
Shepard Spink



## Topcoat Smartness

plus SHOWERPROOF  
PROTECTION

Most valued garment in thousands of ward-  
robes is the double-duty Rain Topcoat by  
RAINFAIR. Smart as a topcoat, yet ready for  
rain. Careful tailoring gives it an imme-  
diately recognizable distinction. The Rain

Topcoat retains its smart ap-  
pearance for the life of the  
garment. Ask your retailer  
for Rainfair.



GRAFTON (above). \$14.75. Made  
from fine combed yarn gabar-  
dine showerproofed by Rainfair.  
It drapes richly. Trim fitting  
collar shaped to neckline. Rag-  
lan shoulders, open-through  
pockets. Yoke and sleeve lining  
of lustrous rayon. Colors: Light  
Olive and Taupe.

The DURATWILL... \$18.50...

Of rugged showerproofed  
twill that stands up  
against wind,  
weather and  
wear. The  
smooth surface  
has a subdued  
lustre. With raglan  
sleeves, slash pock-  
ets, convertible semi-  
balmacaan collar.  
Color: Tan.



New free booklet illustrates popular Rainfair  
styles. Write for it and name of nearest dealer.

## RAINFAIR

Racine, Wisconsin  
Makers of Smartair Sportswear





## The feminine TOUCH

*Dad's* two best girls have a way with them . . . such a way that it's a pleasure to write out their Easter-shopping check! A man likes to see his women folks well-dressed, and when they choose fine-loomed Pacific worsteds and woolens, as he does, the check need not be as large as you would expect.

The Pacific label on a garment is your assurance of smartness, top quality, and generous value in the fabric. Look for it when *you* shop! Pacific Mills, Worsted Division, Dept. K3, 261 Fifth Avenue, New York 16.

### Where you will find the Pacific Label

**IN WOMEN'S WEAR...** Pacific Craft Fabrics in high-style coats and suits. Also more popular priced woolens and worsteds in dresses, skirts, coats, suits and sportswear in women's, misses' and girls' sizes.

**IN MEN'S WEAR...** excellent quality woolens and worsteds in such clothing brands as Plateau, Surréwill, Mohara. Also in topcoats, rain coats, slacks, play shorts, swim shorts . . . new Pacifixed\* (wool-washable) fabrics in sport shirts and robes.

\*REG. U. S. PAT. OFF.



LOOK TO THE *fabric* FIRST





## *JUST TO MAKE SURE...*

You can't blame Dad for wanting to make sure of his evening Milky Way, for he knows what a thrilling treat a Milky Way can be. From the very first bite, you enjoy that rare taste blend of the thick, milk chocolate coating . . . the golden layer of smooth, creamy caramel . . . and the soft, chocolate nougat center, richly flavored with real malted milk. All together, a truly thrilling treat, right down to the last, delightful flavor that lingers in your mouth.

When you crave good candy, eat a

*Milky Way*





COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

## CONTENTS

### THE WEEK'S EVENTS

THE COMMUNISTS ENVELOP CZECHOSLOVAKIA	27
EDITORIALS: STEEL CATCHES HELL MARGARET vs. BUTTER	32
MISTER EISENHOWER MODELS A CIVILIAN SUIT	33
TRUMAN GOES SOUTH AND LIKES IT	34
EXPLOSIONS KILL JEWS AS ARABS DEFY U.N.	36
EAGLE ATTACKS BOY	40
VENEZUELA INSTALLS NEW PRESIDENT	51
FESTIVALS ARE GAY FROM NEW ORLEANS TO ITALY	72
CHEYENNE MAYOR DOUBLES AS A BRAKEMAN	89
ST. LOUIS MEMORIAL STARTS ARCHITECTS' SQUABBLE	113

### CLOSE-UP

SIR STAFFORD CRIPPS, by NOEL F. BUSCH	132
---------------------------------------	-----

### PHOTOGRAPHIC ESSAY

A MONTH AT THE GARDEN	115
-----------------------	-----

### MOVIE

LAST YEAR'S MOVIES	58
"RED SHOES"	110

### FASHION

CAMISOLES	90
-----------	----

### SCIENCE

MONKEYS WITH PLASTIC SKULLS	79
AIDS FOR THE BLIND	105

### ART

OREGON PAINTER	84
----------------	----

### TRAVEL

ATLANTIC CITY WEEKEND	94
-----------------------	----

### RELIGION

CHURCH DANCERS	99
----------------	----

### BOOKS

MINNESOTA HAS A WRITING ROOM	125
------------------------------	-----

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS	13
SPEAKING OF PICTURES: FLORIDA'S GOVERNOR APPLAUDS	
PHOTOS OF FRUIT AND GIRLS	20
PEOPLE	45
LIFE GOES TO A DOCTORS' CIRCUS	150

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHT. RIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION.



### LIFE'S COVER

As a restless young girl who was born in the U.S. and raised in France, Model Gaby Bouché finds it hard to settle down. Last year she traveled through Spain, North Africa and Switzerland, and she has practiced her favorite hobby of archaeology in Mexico, Greece and Italy. She disclaims any interest in the movies, would like to live six months each year in the U.S. and Mexico, the rest in France. The picture on this week's cover is typical of the sultry beauty which is keeping her busy modeling. For more news of her U.S. activities see page 94.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

#### COVER—JOHN RAYMOND

- 19—ACME
- 20, 21—COURTESY CYPRESS GARDENS
- 27—TOPICAL PRESS
- 28, 29—THE BETTMANN ARCHIVE, HISTORICAL PICTURES SERVICE (4); W. W.—W. W., PRESS TOPICS (2); INT., NEWSPHOTOS—A. P., INT. JOHN PHILLIPS; K. HAJEK FROM "THE REVOLUTION IN PRAGUE," PUBLISHED BY "ORBIT," PRAGUE, 1946; BRITISH COMBINE
- 30—A. P.—ILLUSTRATED FROM KEYSTONE, INT.
- 31—A. P.
- 33—FRANK SCHERSCHEL
- 34, 35—THOMAS D. McAVOY
- 36, 37—LASAN DUNN FROM INT.—JOHN PHILLIPS
- 38, 39—GRAPHIC PHOTO UNION, U.S. ARMY PHOTO—INT., MARTY PIERCE, ACME
- 40—ACME
- 43—ALBERT FENN
- 46—LARRY BURROWS—KEYSTONE
- 48—INT.—H. H. KEEL PHOTO FROM FORT WAYNE NEWS-SENTINEL
- 51—WERNER COHNITZ
- 52—MAURY GARBER
- 54—RUTH ROBERTSON EXC. INT. WERNER COHNITZ
- 57—A. P.—RUTH ROBERTSON
- 58, 59—J. ARTHUR RANK, ALLAN GRANT, LORETTA FILMS INC., 20TH CENTURY-FOX, LORAN F. SMITH, 20TH CENTURY-FOX, UNITED ARTISTS, WARNER BROS.—SCHUYLER CRAIL, MARCUS BLECHMAN
- 60—METRO-GOLDWYN-MAYER—MALCOLM BULLOCK FOR PARAMOUNT, BOB LANDRY—METRO-GOLDWYN-MAYER
- 62—TIMES FILM CORP.—JOHNNY FLOREA

#### SIRITZKY INTERNATIONAL—20TH CENTURY-

- 64—PRESTIGE PICTURES—ALLAN GRANT—UNITED ARTISTS
- 69, 70—LISA LARSEN
- 72—MICHAEL LAYELLE
- 73—A. P.
- 74—O. N. A. FROM EUROPEAN—ACME
- 79, 80, 83—ALBERT FENN
- 84—N. R. FARBMAN
- 85, 86, 87—FERNAND BOURGES COURTESY JULIEN LEVY GALLERY
- 89, 90—GEORGE SHADDOCK
- 94, 95, 96—N. N. A. LEEN
- 99, 100, 102—ROBERT W. KELLEY
- 105, 106, 108—ALBERT FENN
- 110, 111—W. R. FARBMAN EXC. CER. CANNON FROM THE ARCHERS
- 113—W. C. RUNDER PHOTO CO., INC.—NEW YORK HERALD TRIBUNE
- 115—PAUL NODLER
- 116—GJON MILI
- 117—PAUL NODLER
- 118, 119, 120, 121—GJON MILI
- 122—PAUL NODLER
- 123—GJON MILI
- 125, 126, 127—FRANK SCHERSCHEL
- 128—FRANK SCHERSCHEL—ZINN ARTHUR
- 131—FRANK SCHERSCHEL
- 132—ANTHONY LINCK
- 133—VICKY FROM THE LONDON NEWS CHRONICLE—LARRY BURROWS
- 134, 137—BRITISH COMBINE
- 138—O. ODAMS PRESS
- 144—NEW YORK TIMES
- 149—ILLINGWORTH FROM LONDON DAILY MAIL
- 150, 151, 152—MARTHA HOLMES

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTER; ©, COPYRIGHT; EXC., EXCEPT; A. P., ASSOCIATED PRESS; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; W. W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPRODUCTION WITHIN THE U. S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



"Look! They're  
The New  
Pointed Heels!"

Kayser's

"Slendo\* Point" heel

is the newest thing

in nylon stockings.

Designed to slenderize

your (more important

than ever) ankles.

At the nicest stores, 1.65

Kayser's famous  
"Fit-All-Heel"  
... guaranteed not to twist!



Be wiser—buy **KAYSER**

HOSIERY • GLOVES • UNDERTHINGS • LINGERIE





## LET GEORGE DO IT

It's hard to figure out how to get all you want from the future, isn't it?

Yet there's a man who can help you do it . . . who can show you how to make many of your hopes come true.

He is as good a friend as you can have when working out plans for the future. You ask him in, you tell him about your circumstances, your family, your financial responsibilities. You tell him what income you want to retire on—how much money your family would need if they were left without you—what it's going to cost to educate your children. Then you let *him* figure out how such money can be provided. He applies his expert knowledge

and experience to working out your particular problems in the best and most economical way. That man is your Prudential representative.

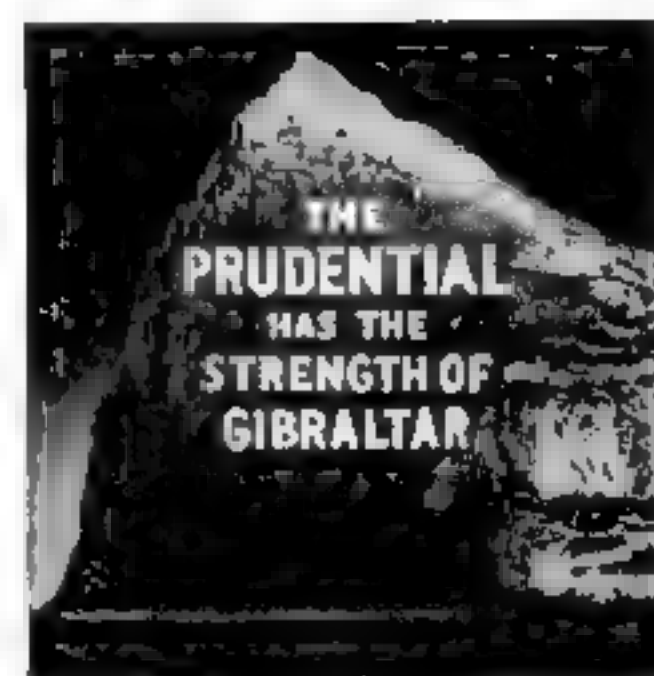
Will your life insurance be paid exactly as you want it to be? How much income will it provide for your beneficiaries? For yourself when you retire?

Your Prudential representative can answer these and similar questions. It's not easy to puzzle them out, so let the expert do it for you.

★

*Enjoy the Prudential Family Hour, with Rose Stevens—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.*

**THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT**



**THE PRUDENTIAL**

INSURANCE COMPANY OF AMERICA

*A mutual life insurance company*

HOME OFFICE, NEWARK, NEW JERSEY



# LIFE

Vol. 24, No. 10

March 6, 1948



BEATEN DOWN BY THREATS OF CIVIL WAR, BEWILDERED, FRUSTRATED PRESIDENT BENES (RIGHT) GRANTS SUPREME POWER TO GLOWERING COMMUNIST GOTTWALD

## U.S. FOREIGN POLICY TAKES A LICKING

Russia pushes a new salient into Western Europe as the Communists seize total power in Czechoslovakia

Freedom, for the second time in a decade, last week was driven from Czechoslovakia. Just nine years after Adolf Hitler's mechanized Nazi armies overran the city of Prague, the republic fell again—this time to native Czechs whose alien allegiance is not to Berlin but to Moscow.

The relatively bloodless Communist coup that wrecked the coalition government sponsored by Benes had been an obvious eventuality ever since Czechoslovakia was forced to cold-shoulder the Marshall Plan. It came on Feb. 20 when 12 anti-Communist cabinet members resigned in protest over Red control of the security police. The Communist press (possibly nudged by Soviet Deputy Foreign Minister Zorin, who "just happened" to be in Prague) shouted "reactionary plot."

The Reds immediately doubled and tripled police patrols. University students who marched in

protest were clubbed and fired on. On Feb. 21 more than 100,000 persons filled Old Town Square to hear Communist Premier Klement Gottwald denounce the opposition parties (pp. 30-31). Day after day Gottwald stormed at old and tired President Benes (*above*), demanding total power. On the afternoon of Feb. 25 Benes yielded to avoid "a rift in the nation that would end in general chaos."

Led by a police motorcycle escort and riding in a Russian limousine, Gottwald hurried to Wenceslas Square to announce his victory. Prague's Communist deputy mayor, who had been extolling the police to the throng, cried, "And there they come now on their shiny red motorcycles with the blue headlights. They are guarding Comrade Gottwald, who is bringing us new and joyful tidings."

The joyful tidings were quickly translated into terrifying action. Gottwald launched a relentless

purge of opposition elements. The Czechs obviously were surprised to learn that you couldn't do business with Communists. So, apparently, were the Western democracies, but with less excuse.

The fall of Czechoslovakia to the Moscow puppets did not invalidate the Marshall Plan, as some critics feared, but it did underline the fact that U.S. foreign policy was still vague in the face of European realities. The best the U.S. government could do, while its citizens began to experience that "here we go again" feeling, was to join France and Britain in a note of protest that was stupidly late and pitifully little. Last weekend, as the Russians launched a new diplomatic offensive against Finland, it became increasingly clear that European nations needed protection as well as economic aid. The remote threat of the atomic bomb was no match for Red guns and tanks on the borders.



# FOR CENTURIES CZECHS HAVE WAGED DISCOURAGING BATTLE FOR LIBERTY

Ever since the early part of the Middle Ages the Czechs and the Slovaks of Central Europe have lived under a succession of rulers, most of them outsiders and most of them bad.

The oppressor of the Slovaks for nearly 100 years ago was the Magyar, who conquered them. The Czechs paid a heavy price for their freedom in the 14th century, when they became Christians at the urging of God King Wenceslas, who



**PATRON SAINT** of the Czechs is King Wenceslas, most famous early Bohemian king, who was murdered in 935. He later was canonized by order of Church of Rome.



**BOHEMIAN EXPANSIONIST** King Ottakar II extended borders of his domain to the Adriatic in 13th Century. Under Ottakar, Bohemians achieved a stage of culture unsurpassed in their earlier history and afterward only during reignage of Charles IV. Later Ottakar lost the Austrian lands to Rudolph of Hapsburg, before whom Ottakar kneeled.



**KING CHARLES IV** was great ruler of his time. He was born in 1346 and died in 1378. He was crowned in 1355 and was crowned in 1378.



**GODFATHER** of Czechoslovak republic was U. S. President Woodrow Wilson, who urged liberation of Czechs and Slovaks and who remains one of nation's heroes.



**BIRTH OF REPUBLIC** officially occurred in U. S. where Thomas Masaryk, head of the Czechoslovak Provisional Government, was proclaimed president on Oct. 28, 1918. The celebration was presided in, Budapest, Hungary. Masaryk (center) posed in front of the Liberty Bell with Edward Benes and others.



**FATHER** of republic was Masaryk, president of Czechoslovakia. He was born in 1848 and died in 1937.



**TRAITOR** Konrad Henlein, leader of German minority in Czechoslovakia's Sudetenland is shown here with Hitler. He helped Nazis prepare for Czech conquest.



**WEeping WOMAN** giving Hitler salute was photographed in 1938 as the German marched into the Sudetenland. Hitler called this his last territorial demand.



**RAZING OF LIDICE** became an all-time atrocity. Lidice, a small town in Czechoslovakia, was destroyed by the Germans in 1942. Town was destroyed by the Germans in 1942. Town was destroyed by the Germans in 1942.



til the 14th, they were ruled by native Bohemian kings. Succeeding rulers, including the greatly beloved Charles IV, came by invitation from the House of Luxemburg. But in the early 15th Century the Czechs became resentful of Germanic interference under the Holy Roman Empire, and the bloody Hussite Wars (below) ensued. For one brief period Hussite King George of Poděbrad ruled the Czechs. Then the Hapsburgs moved in from Vienna in the year 1526.

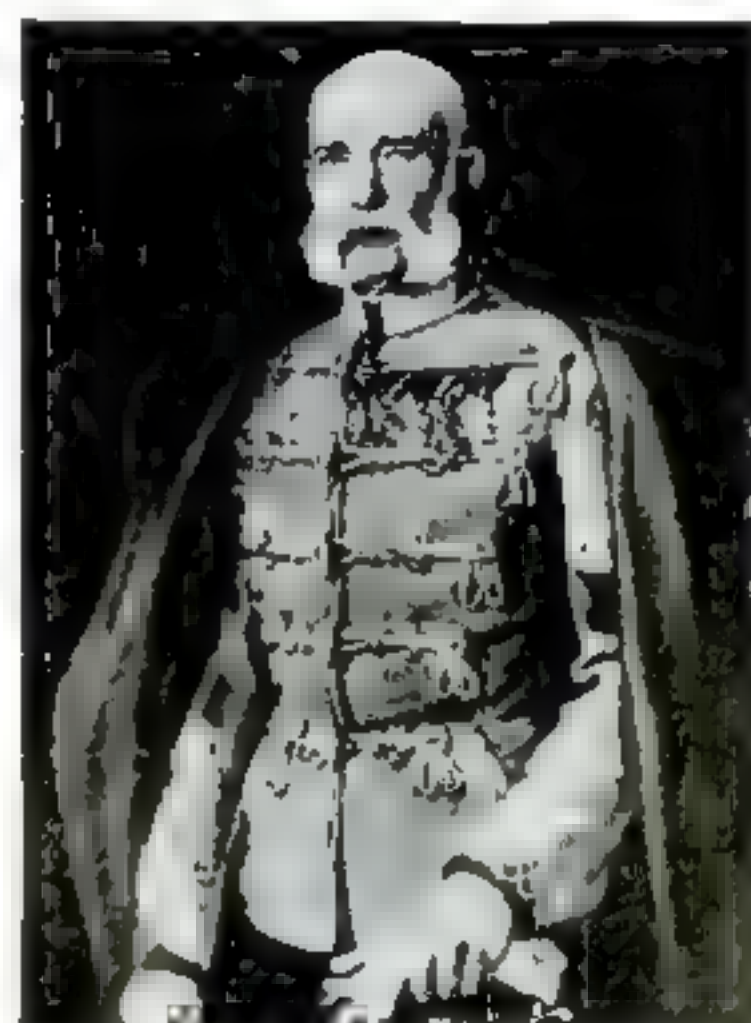


**BOHEMIAN REFORMER** John Huss, rector of Charles University, precipitated the 17-year-long Hussite Wars (1419-1436) by his agitation for the reform of the Roman Church and his opposition to foreign influence in Bohemia. Huss finally was burned at stake as a heretic (above). Hussite Wars were curtain raisers for the Thirty Years' War.

From the 16th Century both Czechs and Slovaks were under foreign rule until 1918 when they were united as a republic under Thomas Masaryk. Their freedom was sponsored by President Wilson and "protected" by the League of Nations. The Munich pact and Adolf Hitler's final grab in 1939 ended this idyl. On these pages LIFE reviews the highlights of Czechoslovakian history from King Wenceslas to the day in 1945 when still another conqueror arrived.



**CZECHS REVOLTED** in 1848 against serfdom imposed by Hapsburgs and barricaded Prague bridge. The Czechs lost but their revolt liberated the peasants.



**LAST HAPSBURG** was Francis Joseph, whose long reign (1848-1916) saw growth of middle class which fought for the republic after Austria's defeat in World War I.



**VISIT TO MOSCOW** in 1935 by Eduard Beneš (right), who succeeded Masaryk as president in December of same year, was inspired by the growing menace of Nazi Germany. Here Beneš is pictured with Joseph Stalin and Maxim Litvinov (left), the Soviet advocate of collective security. Russians and Czechs signed a mutual-assistance pact.



**BETRAYAL OF REPUBLIC** came at Munich in September of 1938. Prime Minister Neville Chamberlain of Great Britain and Premier Edouard Daladier of France met with Hitler and Mussolini (above, left to right) and agreed to dismemberment of Czechoslovakia in return for "peace in our time." No Czechs were invited to conference.

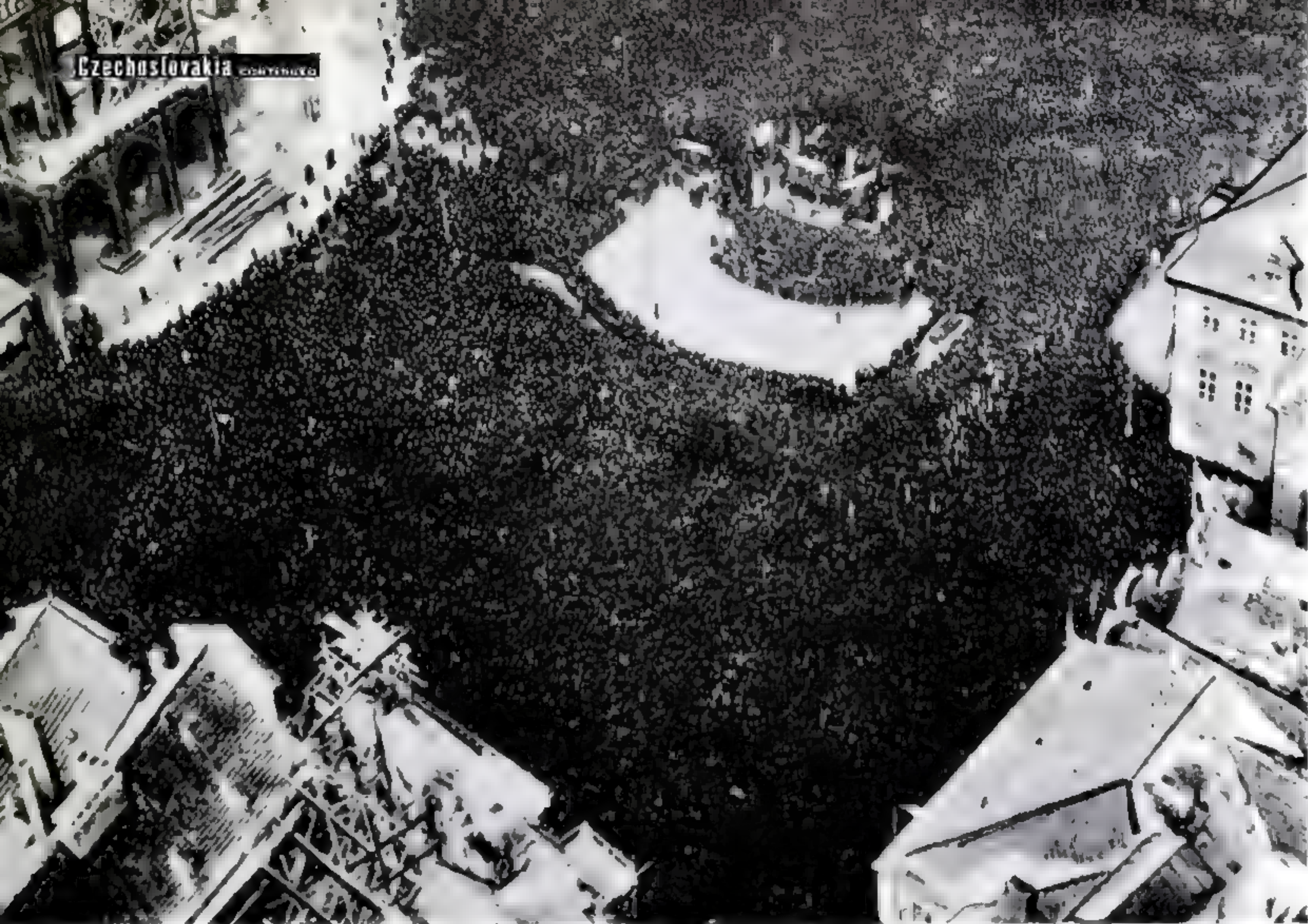


**REVOLT AGAINST NAZIS** came in Prague in May of 1945 as the Soviet and U.S. armies neared the city. The students who had always idealized the U.S., attacked the Nazis and helped drive them from city. As they retreated Germans shot down this American flag which the students had hoisted. It became a tattered but proud battle ensign.



**PRAGUE'S "LIBERATORS"** were men and tanks of Soviet Army, which entered the city soon after popular uprising. U.S. Army forces at Russia's request remained near Pilsen some 50 miles away. This fact enabled the Russians to pose as only "liberators" of Czechoslovakia and helped prepare the country for the recent Communist coup.





MORE THAN 100,000 PERSONS JAM SQUARE IN PRAGUE TO HEAR PREMIER GOTTWALD DENOUNCE THE OPPONENTS OF COMMUNISM AS "AGENTS OF FOREIGN REACTION"

## COUP TAKES PLACE AGAINST BACKGROUND OF CROWDS AND FIERY SPEECHES

When LIFE Correspondent Will Lang asked a Czech in Pilsen what he thought of the Reds' "new democracy," the man replied in a trembling voice, "We Czechs do not know much, perhaps, about politics, but we are used to being free. We act free, we speak free. We are used to it. But this new cabinet—I do not like the way it was done. They say the peo-

ple wanted it, but nobody asked me whether I wanted it. Perhaps it saves a revolution today, but what about tomorrow?"

The Communists began to deal with the question of tomorrow immediately. Already the largest single political party (with 38% of the total vote) they set about becoming the only one. While Premier Gott-

wald and his wife roared about in his Russian limousine (*below*), other party workers pressed a merciless purge. Dr. Karel Engliš, rector of Charles University (LIFE, Jan. 12), and 50 of his distinguished faculty were fired. The arrest of opposition political leaders proceeded. All Czechoslovakia now walked in the shadow of the hammer and sickle (*opposite*).



**PREMIER'S WIFE**, shown with him here, is robust Red. Gottwald is Comintern veteran trained in Moscow.



**PREMIER'S LIMOUSINE**, a handsome, Russian-built Zis, carries Gottwald through crowds to report Com-

munists' victory over President Beneš. Hand-picked Red police lined the premier's route to Wenceslas Square.



THE COMMUNIST LORD MAYOR OF PRAGUE  
STANDS BEFORE SYMBOLS OF HIS POWER





# STEEL CATCHES HELL BUT MOSTLY FOR THE WRONG REASONS

The steel industry raised its prices last week and was immediately showered with indignant abuse from all sides. Friendly critics called it a "tragic boner"; not so friendly called it "utterly shocking." Other descriptions of the move ranged from "shameless profiteering" (Jim Patton) through "alarming" (Governor Duff of Pennsylvania) to "lamentable failure in public relations" (New York *Herald Tribune*). Senator Taft announced an investigation of the affair, and Attorney General Clark sent squads of FBI men into the offices of steel executives to look for evidence of collusion in a possible antitrust suit.

The reason for all this hue and cry, of course, is the fear that steel has contributed directly to inflation. And if inflation is measured by the volume of emotional outcries instead of the volume of industrial output, then steel has indeed caused more than its share.

But what, in economic terms, did steel actually do? It raised prices about 10% on semi-finished products amounting to less than 12% of its total production. Buyers of finished steel from the big integrated companies are paying no more as yet; the small fabricators who buy semifinished feel the squeeze and have raised their prices where they can. If prices in the gray market go up also, some steel users may be forced out of business. But so would they be if

the government should reimpose allocations, which the price increase is said to "invite." Since the steel industry is producing all the steel it can, some steel users will have to go out of business if steel supply and demand are to regain equilibrium. Thus while a price increase in steel looks inflationary, it can also have deflationary effects.

It is especially ridiculous to couple the cries of "inflation!" and "monopoly!" against steel. Of course steel prices are monopolistic (or, to be technical about it, oligopolistic). Those FBI men wasted their time; why should steel men be so foolish as to break the law when they can set prices together on an instinctive follow-the-leader basis? But this oligopolistic situation is the very thing that has kept steel prices from going still higher. While prices in the most competitive markets—grains, for instance—have doubled and tripled, steel prices since 1939 have risen only 38%. The industry simply decided to use a little self-control, and being an oligopoly, it was able to. If you want to know what classical free competition would do to the price of steel under present conditions, look at the gray market, where a ton of steel for which Carnegie-Illinois charges \$95 will fetch more than \$300. Those free-enterprising gray marketeers have their function, and we will be sorry to see them put out of busi-

ness. But if Carnegie-Illinois decided to divert a little of the gravy into its own till, the net contribution to inflation is problematical at best.

Of course the fact that steel prices are "administered" rather than competitive, and that steel goes into 40% of everything Americans make, gives the industry a special responsibility beyond the call of profit. Its price policies are important political facts. For example Phil Murray is about to ask for a wage increase on two grounds: the rising cost of living (an economic argument) and the big profits accruing to steel stockholders (a political argument). The price increase may add very little to Murray's first argument, but it powerfully reinforces his second.

In New Haven last week Chairman Olds of U.S. Steel put his finger on the main economic cause of our inflation, which is the amount of money in circulation. He also acknowledged the existence of politics, but he didn't go into that. Maybe he and other steel men don't think enough about politics. It is indeed a nice question just how far they should let politics influence their decisions. In this case they probably should have thought a little harder. At the same time we laymen have a duty to get our economics straight and not run off at the mouth with slogans that don't fit the facts.

# MARGARINE VS. BUTTER A GOOD FIGHT TO GET IN ON

There's a good fight shaping up in Congress in which all American housewives have a stake. If their side wins they can save at least \$6 million a year on grocery bills and an estimated 88 million woman-hours a year in the kitchen. The country would also save 52 million bushels of grain, which could be exported to a hungry world instead of being fed to cows and churned into butter. At least that is what the makers of oleomargarine figure. Even if they exaggerate, there is no doubt that their side in this fight is the side of the housewife, of justice and of common sense.

For the first time in over 60 years the margarine makers have a fighting chance to reduce or repeal the discriminatory taxes on margarine which have been imposed on consumers by the butter lobby. Margarine is the only modern case of a perfectly respectable commodity being taxed directly by the U.S. government just to keep down its sales for the benefit of a rival product. In addition to this direct tax a licensing law keeps half of all grocers from handling margarine; the sale of colored margarine is prohibited entirely in 23

states; and the U.S. Army and Navy are forbidden by law to use any kind of margarine, as are the public hospitals, jails, etc., of 17 states.

In spite of this the per capita consumption of margarine has gradually gone up, especially since 1940. Such is the achievement of the patient margarine makers, whose product, made from vegetable oils instead of milk, is no less nutritious than butter, and whose prices, despite the tax handicap, are a whole lot lower. Most housewives who can get margarine for 30¢ or 40¢ aren't going to pay 90¢ for butter, even if they have to waste time mixing in the color. So the tax is just a senseless penalty and an empty monument to the power of the butter lobby.

Whether you like margarine or not, you must agree that this is a fairly outrageous situation. When the first antimargarine tax was passed in 1886, there were enough fraudulent margarine makers to lend a slight *pro bono publico* flavor to the legislation. That hasn't been true for years. The butter lobby's main argument for the tax nowadays is that dairy farming is a great national asset. Representa-

tive Murray of Wisconsin brings a toy Holstein into the House, describes the miraculous food-producing powers of her species, and calls her "the foster mother of the human race." No doubt she is all of that, but the soybean and the cottonseed are productive little assets too. Indeed, the soybean has recently been winning more new congressional friends than the cow. And this year the soybean and cottonseed Congressmen, sparked by a Republican freshman from Indiana named Mitchell who used to peddle margarine from a truck, have organized a lobby which is as loud and enthusiastic as the butter lobby is quiet and smooth. They have been promised hearings on some of the many justice-to-margarine bills now in the House Agriculture Committee. This committee is dairy-dominated and has smothered many such bills before. It may smother them again but, as we say, there is a fighting chance. So if you are tired of having margarine discriminated against, write to your own congressman or to Representative Edward Mitchell. Incidentally, did you know that in the wintertime butter is artificially colored too?

## PICTURE OF THE WEEK: ➡

Ever since June 24, 1947 when General Eisenhower announced he would retire, the U.S. has tried to visualize a civilian Eisenhower. Last week it saw him. On Feb. 24 photographers arriving at the general's Fort Mver, Va. home found him dressed in the

first civilian suit that he has had in six years. A double-breasted gray worsted, the suit cost \$90 and was made for him by a tailor from Rogers Peet in New York named William A. Marler, who made many of the general's uniforms and his first "Eisenhower jack-

et." The rest of the general's still meager civilian wardrobe includes only two suits, a tweed topcoat and a gray Homburg hat. A former aide, who knew Eisenhower in the pre-Pearl Harbor days, reports, "Ike isn't fussy about clothes—as long as they fit."





MISTER DWIGHT EISENHOWER MODELS  
HIS FIRST SUIT OF CIVILIAN CLOTHES





A ST. CROIX TUBA PLAYER HOLDS HORN OVER HIS HEAD AFTER A MOMENTARY SHOWER



ON A HOTEL BALCONY OVERLOOKING PUERTO RICAN VALLEYS, TRUMAN,



OLD SOLDIER TRUMAN skillfully hands rifle back to marine after inspecting it at Guantánamo Naval Operating Base in Cuba. The President left his yacht here, flew back to Key West.

## TRUMAN GOES SOUTH

He finds that at least in island territories

The President could not have picked a better time to have his vacation. While the rest of official Washington were in about Palestine, Czechoslovakia and Wallace, Mr. Truman spent five days flying in his private plane from Key West, Fla., to Puerto Rico and steaming in his private yacht to St. Thomas, St. Croix and Cuba. But there were a few hours when the President would have been glad to be back at his desk. The *Wilkesburg* rolled badly in the rough waters of the Windward Passage and he had to stay in bed to keep from being very seasick.

Most of the time, however, he managed to mix a minimum of business with a maximum of vacation. In no time at all he got a sunburn. One morning he arose at his regular hour of 6 to look at a Caribbean sunrise, then went back to bed. In Puerto Rico he made a speech, had an official lunch with Governor Jesús T. Piñero (above) and departed





LEAHY (LEFT) AND KRUG (RIGHT) TALK WITH GOVERNOR JESUS PINERO

## AND EVEN ENJOYS IT

his controversial civil-rights plan is popular

with six gallons of rum, woven baskets and a lush luncheon set for Mrs. Truman. During a reception he spotted a piano, darted out of the receiving line to play a few chords, had to be called back to greet more guests. In the Virgin Islands, celebrating the centennial of the freeing of Negro slaves, he made more speeches, took a scenic drive with William H. Hastie, governor of the islands, and listened to a new calypso song ("Good morning, good morning, Mr. President").

A week or two was back in Key West for nine days' rest. He would need it when he got home. Throughout his trip he had emphasized his stand on civil rights and had made his strongest bid for the Northern Negro vote by entertaining Negro Governor Hastie and Negro residents, taking along Negro reporters (right). By this time the protests from Southern Democrats were sounding more like rebel yells every day.

WELCOME PRESIDENT TRUMAN  
CHAMPION OF HUMAN RIGHTS



IN VIRGIN ISLANDS TRUMAN RECEIVES A TRAY AS GOVERNOR HASTIE (LEFT) STANDS BY



THE NEGRO REPORTERS are (left to right) Llewellyn Coles, Negro Newspaper Publishers Association; P. Bernard Young Jr., Norfolk Journal Guide; Lemuel Graves, Pittsburgh Courier.





AFTER BLAST STREET IS JAMMED AS RESCUERS WORK IN RUBBLE (RIGHT) WHERE ATLANTIC HOTEL STOOD



TERRIFIED WOMAN CLUTCHES A CURLY-HAIRED GIRL

## EXPLOSIONS KILL JEWS AS ARABS DEFY THE U.N.

Just before dawn on Feb. 22 in Jerusalem, three trucks and an armored car lumbered around the corner into Ben Yehuda Street in the Jewish business section and squealed to a stop. The truck drivers, dressed in British uniforms, ran over and climbed into the armored car, which roared away. Minutes later the trucks—and Ben Yehuda Street—blew up. Four buildings were demolished, dozens damaged. Terrified residents stumbled away from the wreckage (*above, right*). Behind them in the rubble 57 lay dead, more than 100 wounded.

Arabs promptly took credit for the explosion, the biggest yet in Palestine's Jewish-Arab warfare, claiming it had been executed by Arab commandos masquerading in British uniforms. The Jews made the unlikely claim that the British actually did it and in the ensuing skirmishes killed nine British soldiers.

Meanwhile Arab League leaders (*right*) met in Cairo to discuss their moves when the British mandate ended May 15. They had announced plans for an "Arab Liberation Army" and threatened U.S. oil fields in North Africa.

Last week the U.S. further confused the issue by announcing that the U.N. Security Council that it would support enforcement of peace but not partition. This occurred as an advance party of U.N. investigators took off for the Holy Land. They would find plenty in Palestine to investigate if they were not blown up

### ARAB LEAGUE PLANS STRATEGY IN CAIRO



THREE PRIME MINISTERS hold informal conference. They are (left to right) Riad Bey Solh of Lebanon, Nokrashy Pasha of Egypt and Jamil Mardam Bey of Syria





WHILE A POLICEMAN AND CIVILIAN GRAB UP TWO YOUNG BOYS AND HURRY FROM BEN YEHUDA STREET WRECKAGE IN WHICH FIRES ARE BEGINNING TO BREAK OUT



**SPARK PLUG** of Arab League, Secretary General Azzam Pasha (left), confers earnestly with representative of Ibn Saud, who has committed Saudi Arabia's oil to U.S.



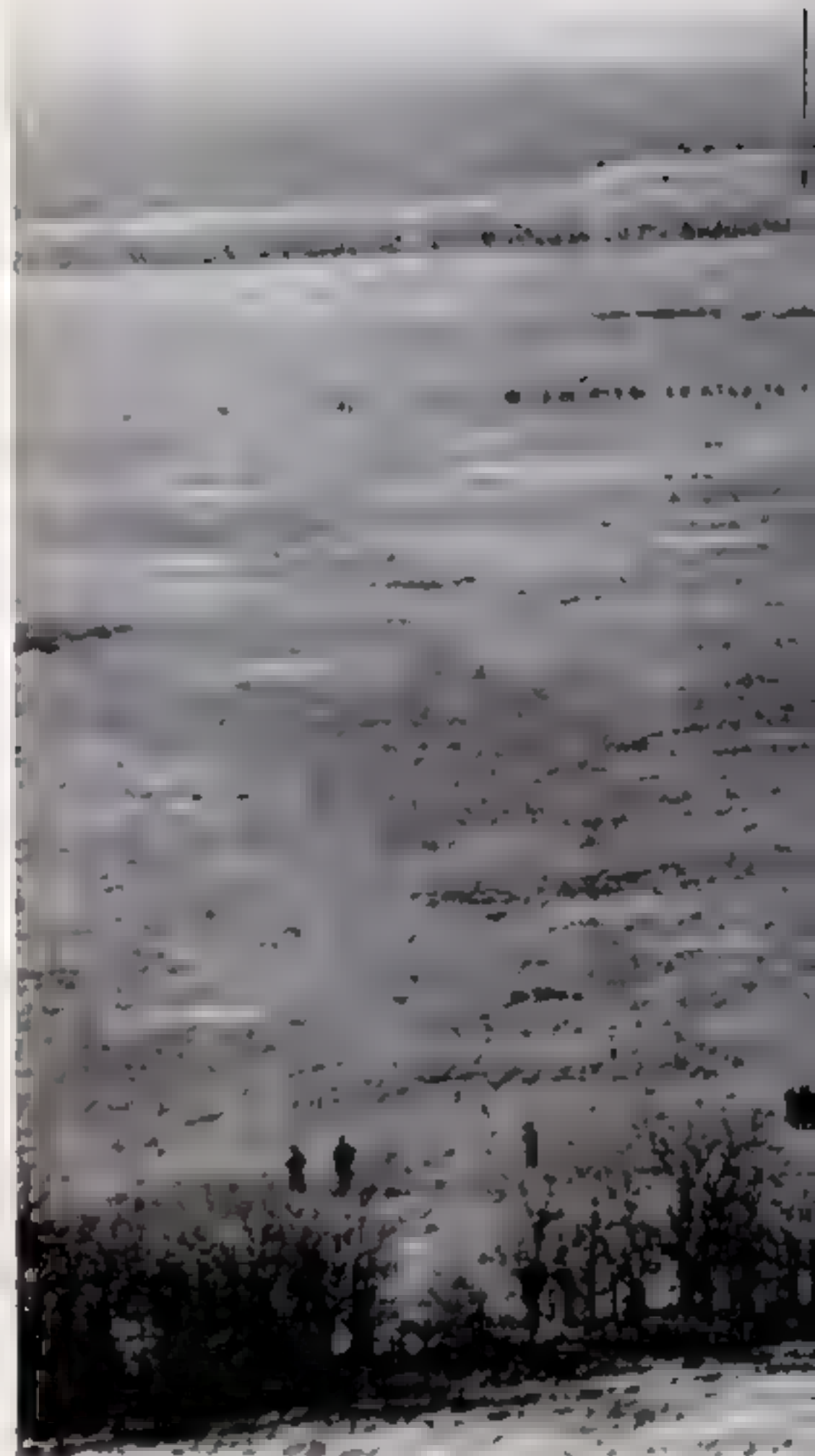
**MUFTI** of Jerusalem, who is partition's most rabid foe, attended an Arab League meeting for the first time. He is shown above surrounded by league politicians and well-wishers.





**LIGHTHOUSE RESCUE** On Wolf Rock, a dreary dollop eight miles off Land's End, England, three lighthouse keepers were stormbound 33 days. They sent

letters back to the mainland by arming a rocket into the air from the lighthouse base, shooting a line to a relief boat (top picture). Finally on Feb. 16 a boat got close enough to take them off (bottom picture).



**COYOTE ROUNDUP** For years farmers in Geary County, Kan. have suspected that the coyotes which depleted their chicken population hid out on the Fort Riley



**CARS FOR CARMAKERS** In Detroit the United Automobile Workers pepped up a drive in General Motors plants by promising new automobiles to the





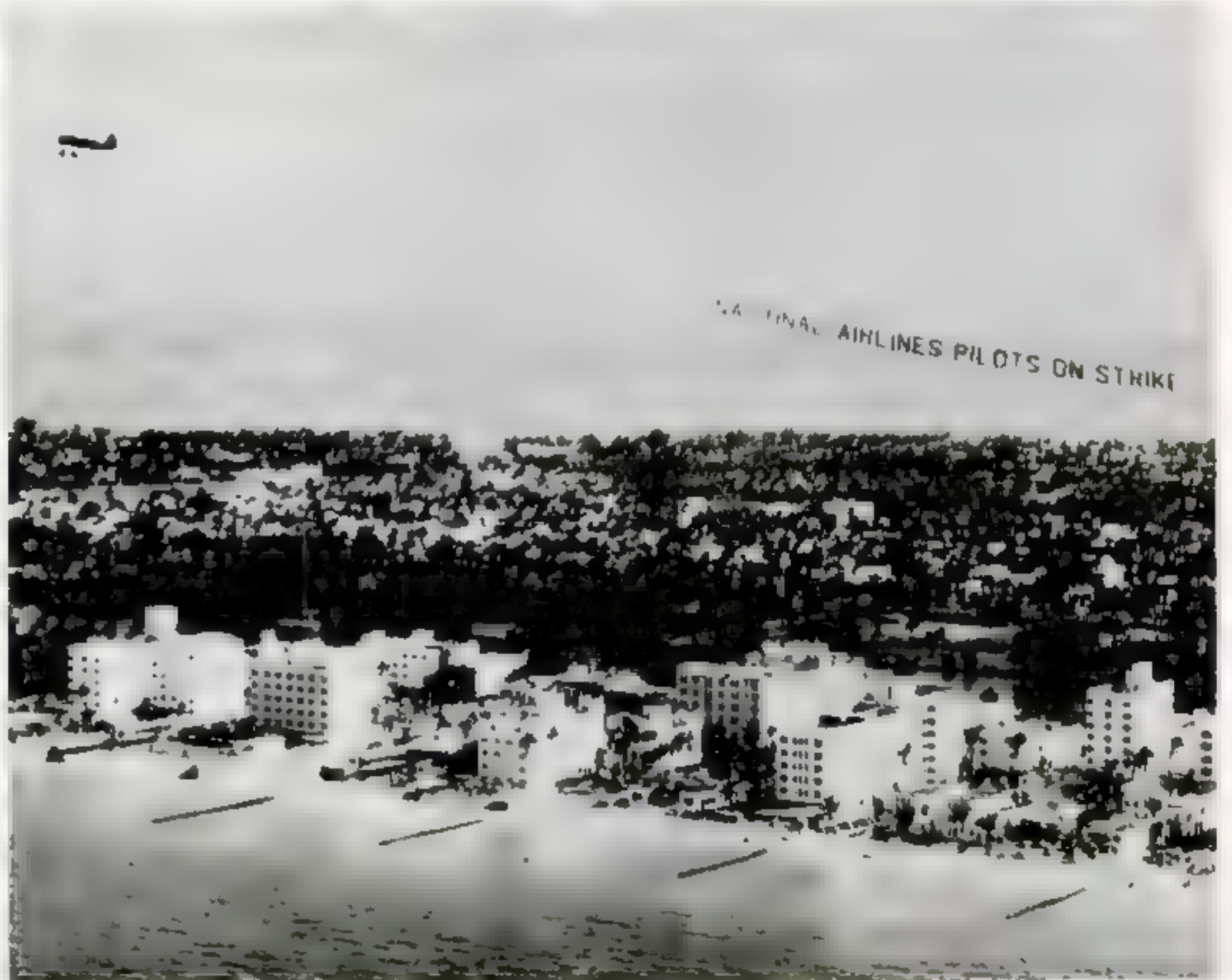
Military Reservation. This year the Fort Riley commanding general agreed to help them kill the coyotes. On Feb. 22, 2,500 hunters formed ring of shotguns around one rim of the reservation. Guided by

radio messages from Army helicopters and airplanes, they closed in on the 1,000-square-yard "kill area" (above). The total slaughter—68 coyotes, one gray wolf, a few hawks and owls—satisfied the farmers

but not the veterinarians of Kansas State College, who are dissecting stomachs in an attempt to learn more about what coyotes eat. They hope to prove that coyotes relish something other than chicken.



two persons who got the most signatures to NLRB election petitions. Neither of the prizes (above) was made by GM—one is a Packard, the other a Ford. GM, in an effort to growled, refused to sell them cars.



**AIRBORNE PICKET** In Miami, Fla., a pilot for National Airlines, one of 115 who are on strike for safety improvements, flew a light biplane over the city with a

picket sign streaming from the tail. But last week the strike was only partly effective: some of National's four-engine planes continued to shuttle between Miami and Newark with nonunion pilots at control.





STANDING BETWEEN HIS PARENTS, JOE REINHART MANAGES A WAN SMILE DESPITE ALL THE ADHESIVE TAPE WHILE HIS FATHER PROUDLY DISPLAYS DEAD EAGLE

## EAGLE ATTACKS BOY

After badly mauling child's face  
the huge bird is beaten to death

Down in Hackenberry Draw, a shantytown section of Carlsbad, N. Mex., a local character named Wimpy Dunlap kept an eagle in a cage near his fish-bait stand. It was only a matter of time before some small boys got the idea of teasing the eagle by pulling its tail feathers out. But somehow the cage door was knocked open and the eagle got out. The boys scattered.

Four-year-old Mexican-American Joe Reinhart

was playing nearby in his yard. Before Joe could realize what had happened, the eagle descended on him and sank its talons into his face. Joe's mother screamed, tried to beat the eagle off. Finally got a pair of pliers and yanked the talons out. Then Joe's father got a bed slat and killed the bird. It took eight stitches to patch up Joe's face. Back at his bait stand, Wimpy Dunlap was puzzled. He had thought the eagle so old it couldn't even walk.



**"21 KINDS!... ANY ONE A WELCOME HELP  
IN PLANNING MEALS THESE DAYS!"**



Each Campbell's Soup brings you good eating  
and sound nourishment... value for your  
food budget

With food prices what they are, it's a good time to get  
better acquainted with the Campbell's Soup section at  
your grocer's. There's valuable help here for many of your  
meal plans. When you select your family favorites among  
the 21 Kinds, you'll find it also pays to go exploring—  
to try some Campbell's Soups you've never tasted before.  
With all the good meats and vegetables and other fine  
things that go into them, they're always delicious,  
always nourishing—always grand value!

### *Campbell's* SOUPS

**21 SOUPS  
TO CHOOSE FROM!  
HOW MANY  
DO YOU KNOW?**

- ☐ ASPARAGUS
- ☐ BEAN with BACON
- ☐ BEEF
- ☐ BEEF NOODLE
- ☐ BLACK BEAN
- ☐ BOUILLON
- ☐ CHICKEN (WITH RICE)

- ☐ CHICKEN (CREAM OF)
- ☐ CHICKEN GUMBO
- ☐ CHICKEN NOODLE
- ☐ CLAM CHOWDER
- ☐ CONSOMMÉ
- ☐ MUSHROOM (CREAM OF)
- ☐ OX TAIL

- ☐ GREEN PEA
- ☐ PEPPER POT
- ☐ SCOTCH BROTH
- ☐ SPINACH (CREAM OF)
- ☐ TOMATO
- ☐ VEGETABLE
- ☐ VEGETARIAN VEGETABLE
- ☐ VEGETABLE-BEEF



# *1/3 More Refrigerated Food Storage In The Same Kitchen Floor Space!*

## **Great new 1948 General Electric Space Maker Refrigerator**

*Backed by an unequalled record for dependable service*



**More than 1,700,000 G-E Refrigerators in service 10 years or longer!**

Like all G-E Refrigerators, the Space Maker is equipped with the famous sealed-in refrigerating system. This marvelously efficient system, pioneered by General Electric, has an unmatched record for year-in, year-out dependability

... for smooth, quiet, most economical operation. And today's system — more efficient than ever — has  $\frac{1}{3}$  more freezing capacity, makes ice cubes  $33\frac{1}{3}$  per cent faster, and consumes less current than our latest prewar refrigerators!





**See how much more food the Space Maker keeps under refrigeration!**

In the picture on the left above, you see a conventional 6-cubic-foot refrigerator. In front of it is all the food it can possibly hold in its refrigerated storage space. On the right is the 8-cubic-foot General Electric Space Maker. Just look how

much food it can keep under refrigeration—a *full third more!* And though it seems incredible, the Space Maker fits in almost exactly the same kitchen floor space as an old-style six-cubic-foot refrigerator!

**T**HE beautiful new 1948 General Electric Space Maker Refrigerator *not only* offers you unmatched dependability and one-third more refrigerated storage space. . . . The Space Maker Refrigerator has all these outstanding *additional* advantages:

**Butter Conditioner**—keeps butter constantly at the right spreading temperature.

**Big Freezing Compartment**—holds 24 packages of frozen food, plus 4 ice trays.

**Drawers 6 Inches Deep**—hold standing roasts and two-thirds bushel of fruits and vegetables under refrigeration.

**Bottle Storage Space**—holds 12 square, quart-size milk bottles, also tallest bottles.

**Sliding "Hostess" Shelf**—convenient for chilling both desserts and salads. Can be removed and used as a serving tray.

**5-Year Protection Plan**—included in the price, and accompanying every G-E Refrigerator, is a

**5-Year Protection Plan.** This plan consists of a one-year warranty on the complete refrigerator, plus additional 4-year protection on the sealed-in refrigerating system.

**See them at your retailer's NOW!**

You can see these gleaming white Space Maker Refrigerators at your retailer's *today!* He can show you a choice of three 8-cubic-foot models and two 10-cubic-foot models. General Electric Company, Bridgeport 2, Connecticut.



*Space Maker Refrigerators*

**GENERAL  ELECTRIC**





## HAM PINWHEELS à la Springtime

with the Springtime sweetness you find only in BIRDS EYE PEAS!



*Stop right here!*

Take a good look at this "Birds Eye" trade-mark. And always look for it when you buy quick-frozen foods. Other brands are NOT the "same

as" Birds Eye. There is only one Birds Eye—quality with money-back guarantee. Products of General Foods

You never closed your lips over tenderer, more flavorful vegetables than Birds Eye—not even if you own a farm!

They're on a par with all those luscious Birds Eye fruits, the fine, juicy poultry, the fish that's ocean-fresh.

Birds Eye are really wonder foods. Take the peas in the sauce for these Ham Pinwheels—sweet as a June morning! They're picked in dewy-youth, and quick-frozen within 4 hours to seal in their garden goodness.

No work! Birds Eye peas come shelled, washed, ready to cook. Every pea perfect—and a perfectly grand buy. One package of Birds Eye Peas equals 2 pounds of unshelled peas!

Today, do try Ham Pinwheels all sauced up with creamed Birds Eye Peas... tomorrow, and every day, plan your meals with Birds Eye Foods in mind. Your family'll enjoy the world's most glorious eating—and you'll have less work and no waste!

### Recipe for Ham Pinwheels à la Springtime

¼ cup chopped celery  
 2 tablespoons chopped onion  
 ¼ cup chopped green pepper  
 2 tablespoons fat  
 4 tablespoons flour  
 1½ cups water  
 2 bouillon cubes  
 ¼ teaspoon Worcestershire sauce  
 ¼ teaspoon salt  
 Dash of pepper  
 2 cups ground spiced ham (12-oz. can)  
 Biscuit dough (using 1½ cups flour)

Sauté celery, onion, and green pepper in fat until tender. Blend in flour. Slowly stir in water. Add bouillon cubes and seasonings. Cook, stirring, until thickened. Add ham . . . Roll biscuit dough into 12 x 8-inch rectangle. Spread with ham mixture. roll as for jelly roll. Cut in 1½- to 2-inch slices. Bake on greased baking sheet in hot oven (450°F.) about ½ hour.

Birds Eye Springtime Sauce. Cook 1 box sweet, young Birds Eye Peas as directed on package. (They're shelled, washed, ready to cook!) Combine with 1½ cups well-seasoned white sauce. Pour over pinwheels. Serves 4 to 6.



# PEOPLE

## THREE-YEAR-OLD FROM NEPAL MAKES A HIT IN WASHINGTON

The society reporters in Washington were writing their gushy best last week about the oddly clad child below. She is the daughter of Kaiser Sham Shere Jung Bahadur Rana (*right*), who arrived Feb. 9 as the first minister to the U.S. from Nepal. He is also ambassador at London, where he will return after his first brief bow in Washington. His daughter's name, Tani, comes from the Sanskrit verb "to pull" (at her parents' heartstrings). She already wears nail polish and loves to parade through her parents' receptions on the shoulder of a Nepalese major, peering under ladies' veils. She is an accomplished mimic, an incessant chatterer and has a baby brother of whom she is extremely jealous.



HER FATHER IS 56, HER MOTHER 23



TANI MAIYA INDIRA KUMARI KAISEN CLUTCHES THE EDGES OF THE FUZZY TIBETAN LAMB JACKET WHICH SHE PICKED OUT HERSELF IN LONDON LAST FALL





## Be Lovelier to Love with new perfect FRESH

Now Fresh brings you a new, more effective, creamier deodorant to give you care-free underarm protection.

Yet dresses are perfectly safe from rotting . . . normal skin is perfectly safe from irritation. And Fresh doesn't dry out in the jar!

Only Fresh can give you this patented combination of amazing ingredients.

But don't take our word for it—test it. See if New Perfect Fresh isn't the most effective deodorant you've ever used!



## PEOPLE CONTINUED



**NEW IRISH PREMIER** John Aloysius Costello (right) receives the seal of office from late President Seán T. O'Kelly in Dublin, Feb. 18. Costello was reluctant to accept office and did so with the urging of his 11-year-old son. His predecessor, Eamon de Valera, after 17 years in office, was yesterday ousted from



**SHIVERING FRENCH PRESIDENT** Vincent Auriol (right), a Socialist, stands without overcoat through snow storm that marred Paris celebration Feb. 22 of leftist Revolution of 1848. Conservative Pierre de Gaulle (left), who also had to attend as mayor of Paris, found the weather considerably more trying

CONTINUED ON PAGE 48





1. Admiral Al and General Gus, old friends who liked to fight, Came battling into Statler, where they planned to spend the night. "The Statler's my idea," cried Al. The General snorted: "Pest—It's MY idea, I know that here you really are a guest."



2. "No soldier boy could steer a course," the grinning Admiral said, "To any harbor half so snug as Statler's famous bed. Eight hundred built-in springs and more mean comfort every minute." "And while you talk about the bed," said General Gus, "I'm in it!"



3. "Why, Admiral Al," the General laughed, "I think your Navy's sweet. And Statler's floods of water hot are perfect for your fleet. But stacks of snowy towels await—climb out or you'll be cursed." "Shove off!" said Al. "I've proved again . . . the Navy gets there first."



4. Their dinner at the Statler stopped their Army-Navy feud; They simply couldn't disagree on Statler's tasty food. "That meal was so darn good," said Gus, "that while the guests are looking, Let's decorate each Statler chef for excellence in cooking."



5. "The Statler's in the heart of town," said General Gus, "It's grand, For every place you want to go is always close at hand. I wish there was some way to tell the Statler we had fun." The Admiral just whipped out his flags and wig-wagged back: "WELL DONE!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN  
NEW YORK PITTSBURGH

P.S. Here's a tip for your trip! Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!



IT HAPPENS IN


**TWO SECONDS**

Within two seconds, an iceboat racing madly under full sail, can actually triple its speed!



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

**FAST PAIN RELIEF**

 Your doctor can tell you there's no need to suffer the painful discomfort of a cold. For sore throat due to a cold, gargle with three Bayer Aspirin dissolved in one-third of a glass of water. And to ease painful cold symptoms, take two Bayer Aspirin with a full glass of water.

Bayer Aspirin gives quick relief because it's ready to go to work within two seconds. This is the result of three important

steps taken in manufacture—not just one.

Because Bayer Aspirin's single active ingredient is so effective, doctors regularly prescribe it for pain relief... and because it's so gentle to the system, mothers give it even to small children on their doctors' advice.

So use Bayer Aspirin, the pain reliever whose record of use by millions of normal people—without ill effect—is unmatched by any other.

For sore throat due to a cold, use genuine

**BAYER ASPIRIN**

PEOPLE CONTINUED



**MAN WITH NO COUNTRY** is Henry M. Noel, a 24-year-old former student at Harvard. Last June he decided the struggle for power among nations was stupid, renounced his citizenship in the U.S. or any other nation. Now he is a bricklayer's helper in Germany (*above*), lives on local rations, claims he likes the job because "it leaves my mind free for thinking."



**MAN WITH 20,000 TIES** is Harvey W. Morley, publisher of the Angola (Ind.) *Herald*. Last December he put his tongue in his cheek and suggested in his column that Europeans could use old neckties. Readers took him at his word; the word spread. Now Morley is so busy wrapping up the 400 ties he gets weekly (*above*) that he had to cancel his vacation trip to the Caribbean.



*L.S./M.F.T.*

*Lucky Strike means Fine Tobacco*



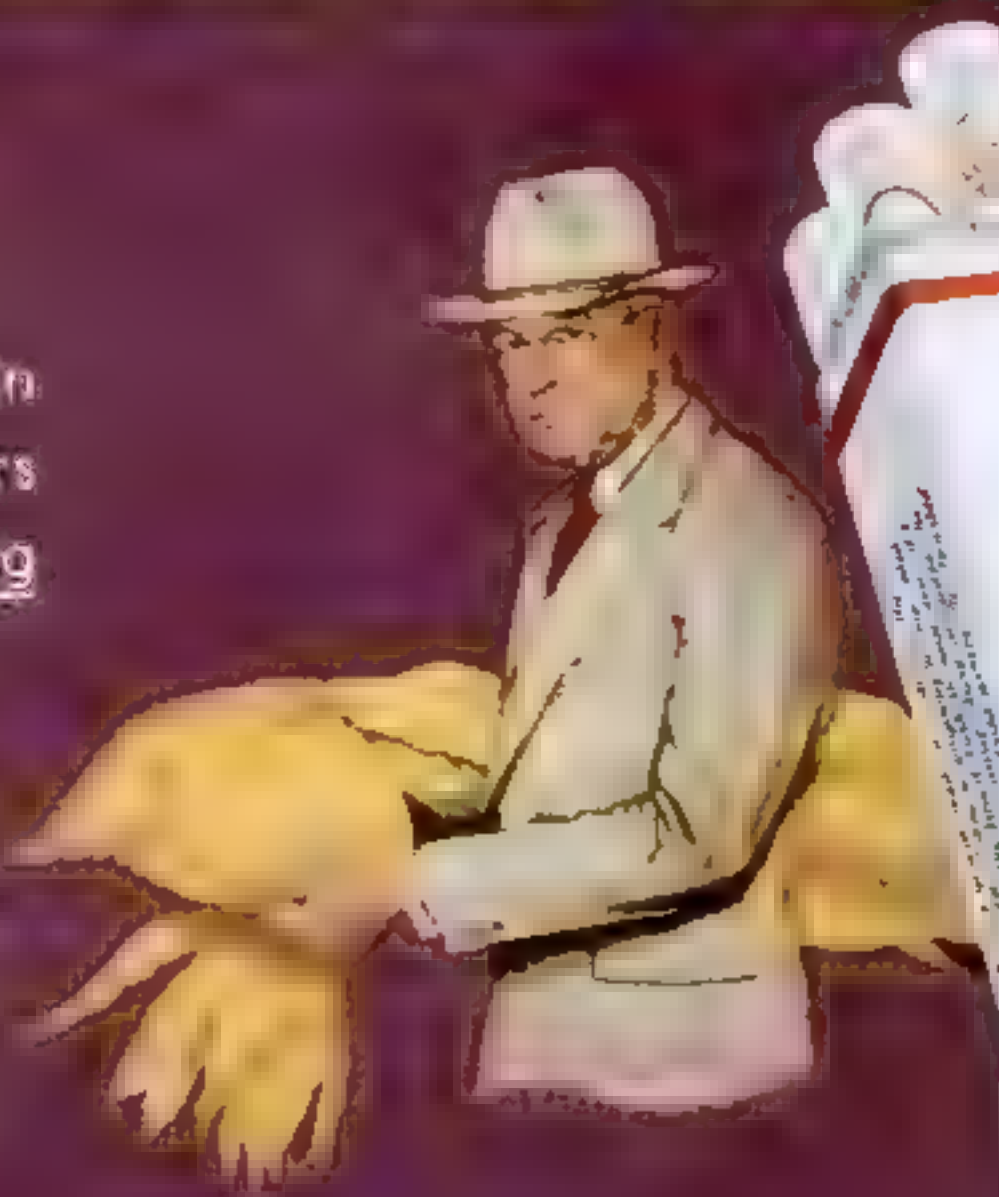
**Lucky Strike presents The Man Who Knows —**

*The Tobacco Buyer*

"SEASON AFTER SEASON, at auction after auction, I've seen the makers of Lucky Strike buy ripe, fine tasting leaf... that fine quality tobacco that makes a top-quality smoke."

*Brice R. Leach*

Brice R. Leach, independent tobacco buyer of Glasgow, Ky., has been a Lucky Strike smoker for 16 years.



COPE, THE AMERICAN TOBACCO COMPANY

**LUCKY STRIKE MEANS FINE TOBACCO**

So round, so firm, so fully packed — so free and easy on the draw



# Make Golden Brown Fish Cakes...

THRIFTY TOO!



serve 'em with that wonderful cooking sauce from California

Yes—change those sighs of “fish, again!” into cries of “give us more!” See recipe below.

It's so simple, with this nifty dish, For Hunt's Tomato Sauce makes it really super!

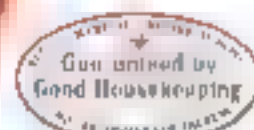
That's because every last drop of this cooking sauce is rich, ripe tomato! Kettle-simmered with spices and seasonings. Rich, thick and oh, so flavorful!

And what a friend to your budget! Delicious

Hunt's costs only a few cents. Even though it takes more than four plump, sun-mellowed tomatoes to make one can!

See for yourself what a penny-saving dress-up that's can be for everyday dishes. Like meat loaf, soups, spaghetti, rice, stews, eggs, cutlets, vegetables, gravies.

Get Hunt's Tomato Sauce at your market now. Keep several cans on hand!



Copyright 1968 Hunt Foods, Inc.

## Codfish Cakes—Hunt Style

- 3 cups diced raw potatoes
- 1 1/2 cups freshened, shredded salt codfish
- 2 tbsp. butter
- 1/4 tsp. pepper
- 1 beaten egg
- 1 can Hunt's Tomato Sauce

Preheat oven to 350° by soaking in water several hours or overnight. Cook potatoes and codfish in boiling water until potatoes are tender, drain. Mix and a bit remaining mixture, beat thoroughly. Drop from table spoon into shallow fat hot enough to brown bread cubes in 10 seconds, fry until golden brown. Drain on paper. Heat Hunt's Tomato Sauce and serve over fish cakes. Makes 6 servings — was the catch many compliments!

**Hunt—for the best**  
Hunt Foods, Inc., Los Angeles, California







SENATE PRESIDENT VALMORE RODRIGUEZ DELIVERS OPENING SPEECH IN CONGRESS CHAMBER. NEW PRESIDENT GALLEGOS IS SEATED AT FAR LEFT OF ROSTRUM

# VENEZUELA INSTALLS HER NEW PRESIDENT

Gallegos wins first free election

In Caracas on Feb. 13 Don Rómulo Gallegos, the first popularly elected president in Venezuela's 137-year history, was inaugurated. At his left during the ceremony (*above*) was retiring president Don Rómulo Betancourt, under whose administration the free election laws that brought Gallegos to office were passed in 1957. Above the rostrum was a portrait of Simón Bolívar, who liberated Venezuela in 1821 only to pave the way for some 70 Venezuelan revolutions in the next 100 years.

Gallegos' inauguration was attended in force by

the top-hatted diplomats of 40 nations. The U.S. delegates and guests included Nelson Rockefeller, poet Archibald MacLeish and presidential military aide General Harry Vaughan. This was partly a tribute to 63-year-old President Gallegos, a former professor long noted for his opposition to Venezuela's last dictator, Insty Juan Gómez (p. 37). It was also a gesture of approval for something else. In Venezuela's first free election Gallegos got a huge majority while his Communist opponent, Gustavo Machado, ran a very poor third in a field of three.





I'm feelin' mighty low!

This little fellow is built pretty close to the ground, but that doesn't account for the way he feels. He has worms—and nothing drags down his health and spirits any faster.

Every dog has worms at one time or another, but if you give him the care he deserves, you can keep him free of them from puppyhood on. Sergeant's PUPPY CAPSULES do a thorough, safe and gentle job of worming pups and small dogs weighing less than 10 pounds.

For larger puppies and dogs, Sergeant's SURE SHOT CAPSULES get the same dependable results.

They kill Hook and Round worms quickly and easily, leaving your dog full of pep and ready to romp. And, like all of Sergeant's 19 Dog Care Products, both SURE SHOT and PUPPY CAPSULES have been carefully tested for effectiveness on all breeds.

For more than 73 years, Sergeant's has been making better products for man's best friend. High standards, based first upon a real love for dogs, backed by patient clinical research and testing by consulting veterinarians, have made Sergeant's a name dog owners trust.

• There are many symptoms of worms. Do you know them? Sergeant's FREE Dog Book contains many useful facts on dog health and training. Ask for your copy at drug or pet store, or write Sergeant's, Richmond 20, Va.



**Sergeant's** DOG CARE PRODUCTS

# Rollfast

BALL BEARING

## ROLLER SKATES



*sturdiness & beauty!*

D. P. HARRIS HDW. & MFG. COMPANY, INC.  
Rollfast Building • New York, N. Y.  
BICYCLES • VELOCIPEDES • ROLLER SKATES

Venezuela CONTINUED



**ARRIVING FOR CEREMONIES**, British Ambassador Sir George Ogilvie-Forbes mounts capitol steps. So many diplomats and visitors attended that supply of top hats and white ties in Caracas (pop. 300,000) was soon exhausted.



**VISIT TO BOLIVAR'S TOMB** was diplomatic rite. Simón Bolívar (1783-1830), Latin America's George Washington, defeated the Spaniards, liberating what are now republics of Venezuela, Colombia, Bolivia, Ecuador and Peru.

CONTINUED ON PAGE 54





The bride's dress is a beauty . . . of French net and heirloom lace. The bride's complexion—a dazzler beauty! Kept flower-fresh by Woodbury, made with beauty-cream ingredient.

# "Our Wedding Day!"

Love's big moment: Jamie Elizabeth Redwood, Southern belle and Woodbury beauty of Mobile, Ala., marries Frederick Chase Witzel of Longmeadow, Mass.



Reception fun for the happy new "Mr. and Mrs.!" Lucky Fred—to have Jamie's loveliness to "feast" his eyes on—always! How men love to look—and LOOK—at Woodbury glow girls.



Stork Club—on honeymoon. "Congratulations," says Court Izor Cassin, America's No. 1 society reporter, "Jamie's my pick for the 'Beauty Bride of the Month!'" Goodness, how Jamie's beauty honors do add up . . . read below! Why don't you try her Woodbury?

## Another Woodbury Deb Marries



Chosen Azalea Queen of Mobile—May Queen at Mary Washington College! Now, Jamie's happiest thrill, she's Fred's choice—for life. "I was a goner," confirms Fred, "first look at her snow-white charm!" Try extra-mild Woodbury, girls—look romantic!



"Feels silky! Skin's dream-soft after a Woodbury Facial Cocktail," says Jamie. "First, massage on Woodbury's rich creamy lather, wonderfully mild. Rinse warm—then cold. That's my recipe for a kiss-me complexion!"



Who's in love? "For keeps!" vows Jamie. "Goin' to keep skin lovable—for keeps—with wonderful Woodbury!" Girls, follow the Woodbury marrying debs—take your Woodbury Facial Cocktails. Win caressable skin!



Coax beauty all-over—with wonderful Woodbury for tub or shower! Cream-rich lather...beauty-cream ingredient. fresh delicate fragrance, Woodbury is bath-perfection! Leaves skin like pure velvet!

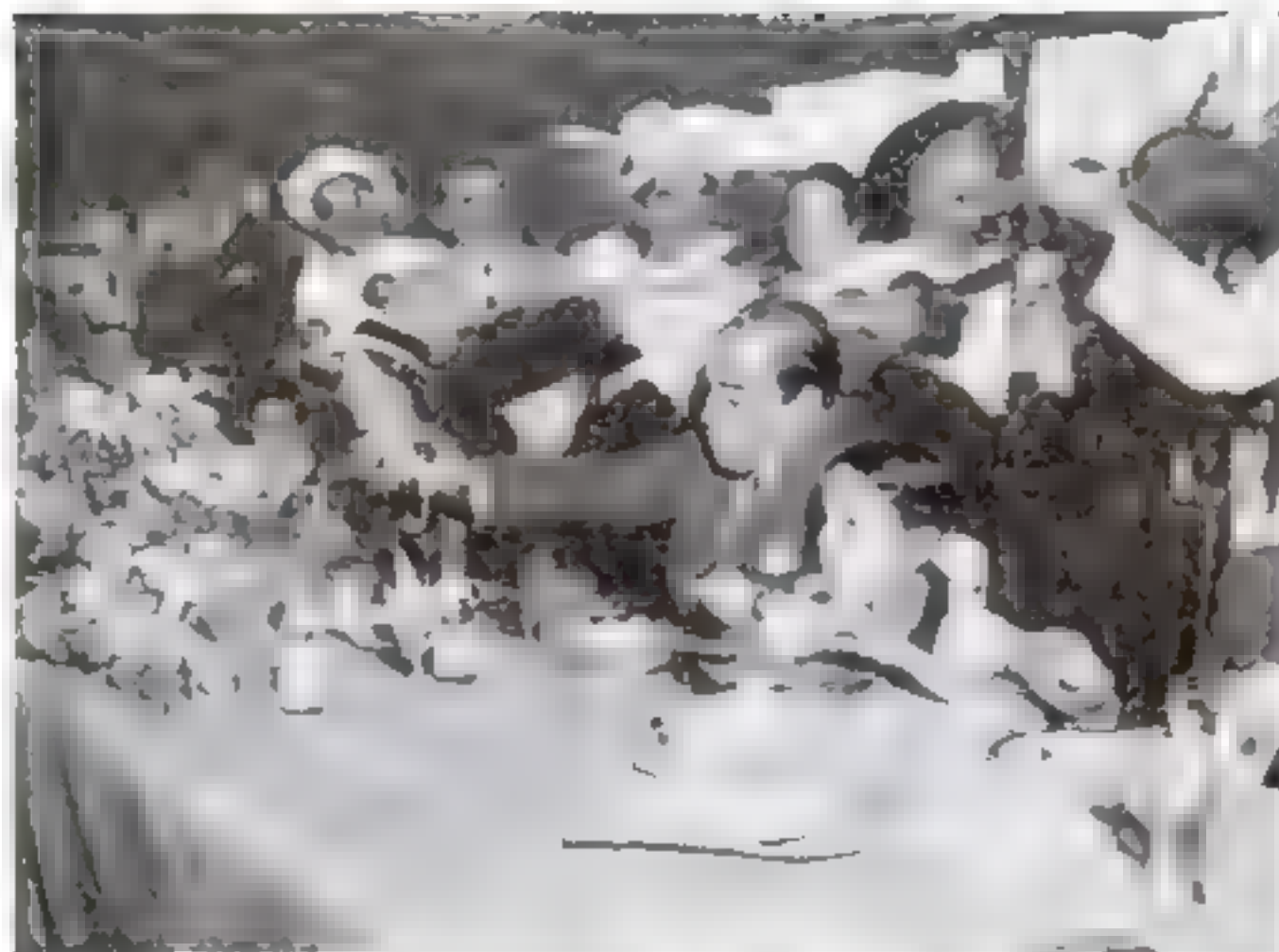




Looking for something?

?

Use the **YELLOW PAGES** of your Telephone Directory



**AT BARBECUE PARTY** after his inauguration, President Gallegos pours a drink. Beside him are wife Dona Teotiste Arocha and adopted daughter Sonia.



**BABY PIGS**, split and fastened to frames over charcoal bed, are cooked for Gallegos' inaugural party. Forty-three were roasted for hungry guests.



**BRITISH SAILORS** from cruiser *Sheffield*, on a courtesy visit to Venezuela, were entertained ashore in Caracas, drank rousing toasts to new president.

## GIRL FALLING



for that distinctive tangy flavor of **CHEEZ-IT** crackers!



*America's largest selling cheese cracker!*

*A Quality Product of Sunshine Biscuits, Inc.*

**AMERICA'S GREATEST WINE VALUE**



**La BOHEME CALIFORNIA WINES**

*La Boheme Vineyards Co., Fresno, Calif.*





quality preserves  
made with  
**dextrose**  
FOOD-ENERGY SUGAR

have brighter color, finer flavor



Delicious jams, jellies and preserves are favorites with Americans at every meal.

Many leading producers of these fine spreads use pure white, mildly sweet dextrose sugar in their recipes. They know that a blend of dextrose and sucrose (both fine sugars) accents natural fruit flavor, protects color and imparts quick-energy value to their luscious products.

CORN PRODUCTS REFINING COMPANY

One of the producers of dextrose, a natural sugar







## When I Marry...

I want to live on the Maine coast... in a big house, with space for lots of children.

I want a *friendly* life. People in often, to dinner. On my table—lunch I look printed from my own designs, in clean Cast chrome, and for my "family silver"...

I want the most beautiful *solid* silver I know—International Sterling—to make me proud for a lifetime. Because I never expect to be rich, it's important to do things right the *first* time.

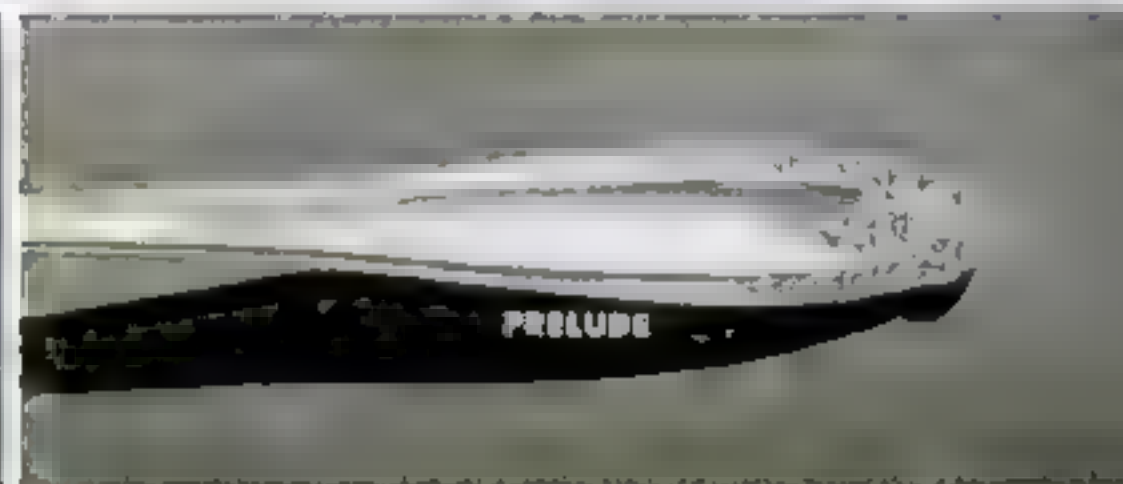
Right now I'm taking my mind far from all the beautiful artist-designed International patterns—each so lovely it is perfect, shining, why, the ~~eyes~~ <sup>eyes</sup> hand. And I'd start my set now, and people can give me the "extras" for wedding gifts—when I marry.

News! Prices on International Sterling have not been raised! Your starting service for 8, set 1 as art is \$171.00 (tax included). Ask your dealer about his easy purchase plan.

All patterns are made by the International Silver Co., in the U.S.A.

TUNE IN to *The Adventures of Ozzie and Harriet*, Every evening, 9:30 P.M., E.S.T. CBS.

## International Sterling







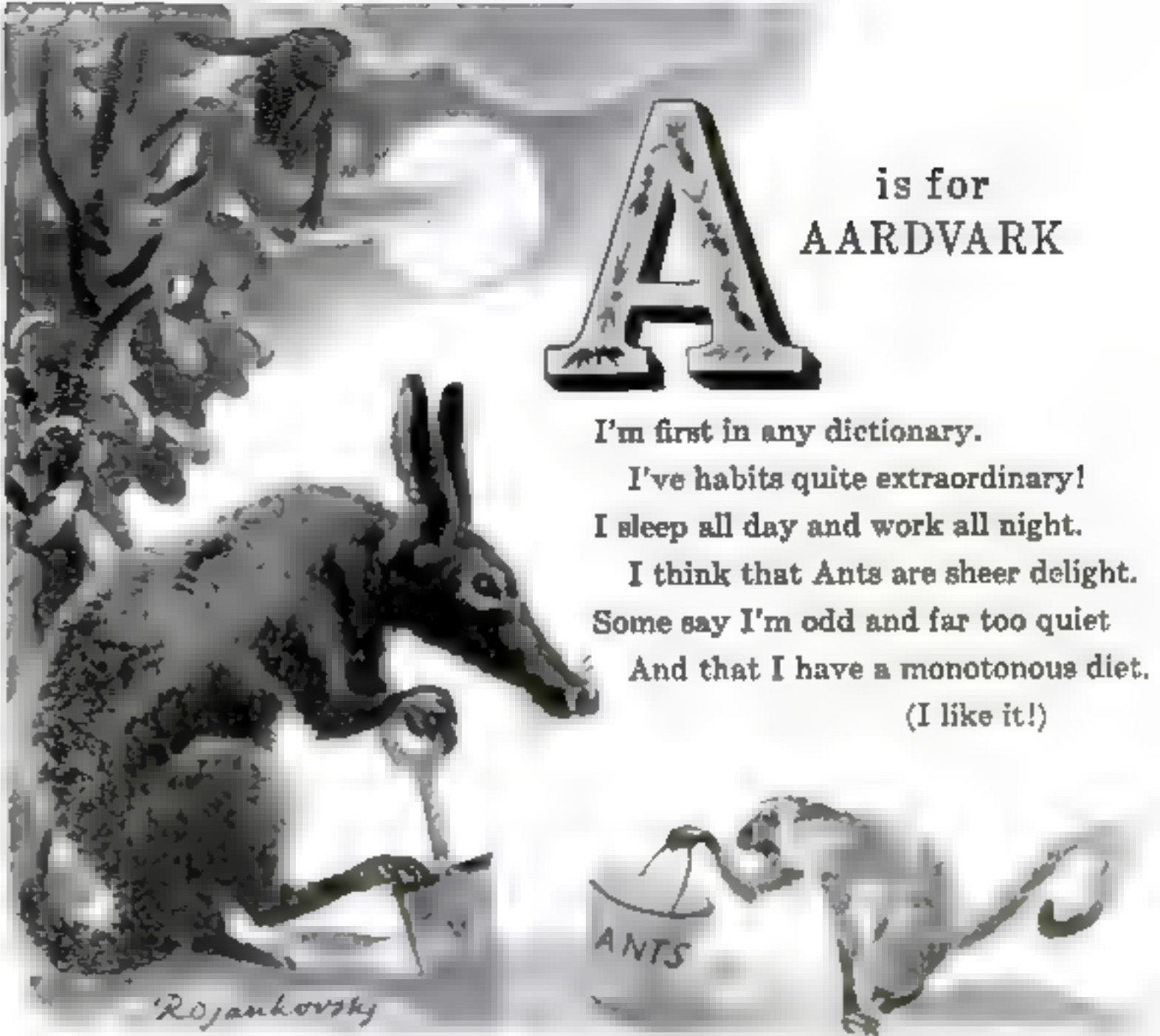
AT 76, DICTATOR GOMEZ SMILED BLANDLY AT RUMORS OF HIS DEATH

# GALLEGOS FOLLOWS A DICTATOR FAMOUS AS A BACHELOR FATHER

As President Gallegos begins his term, Venezuela is still recovering from the fantastic 27-year dictatorship of General Juan Vicente Gómez, although Gómez has been in his grave since 1935. The dictatorship commenced in 1908, when Gómez promoted himself to president while President Cipriano Castro was traveling abroad for his health. Immediately Gómez clamped a stranglehold on Venezuela, which only death forced him to give up. He retained power by jailing, murdering or exiling his opponents, including Gallegos himself whom he once offered a choice between taking a seat in the senate or being executed. (Gallegos went into exile.) In his happier moods, Gómez amused himself by watching movies at the rate of 340 a year and in fathering an estimated 80-100 children. Except for two favorite mistresses, by whom he had seven and eight children respectively, he was scarcely acquainted socially with the mothers of the others. He gave most of his offspring land and money, and when he died at 78, having become a father again only shortly before, he reportedly left an estimated \$30 million fortune. There were 7,287 lawsuits regarding its disposition.

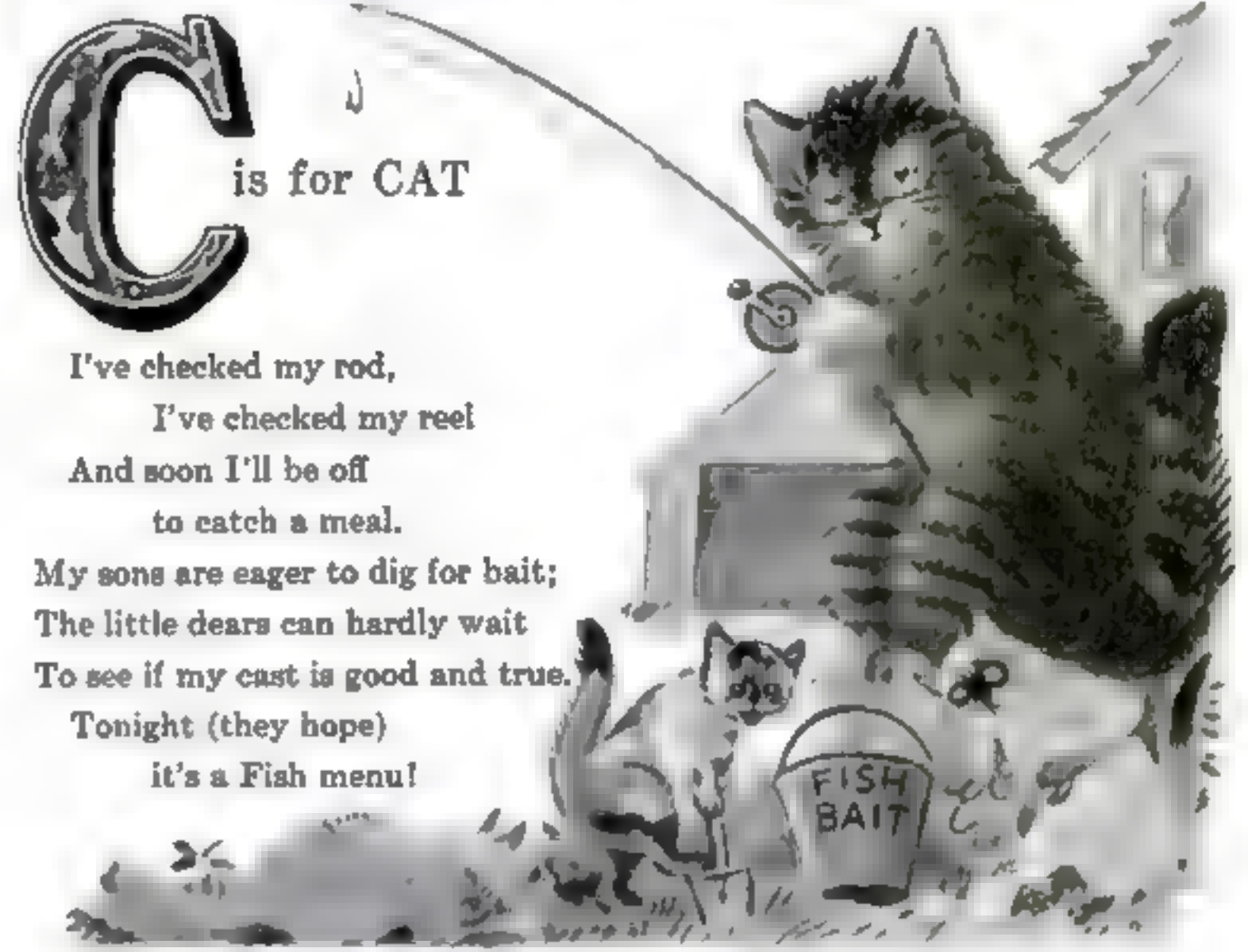


PRESIDENT GALLEGOS, a novelist, has been writing a new book. Unlike Dictator Gómez, Gallegos has only one child, whom he recently adopted.



**A** is for  
AARDVARK

I'm first in any dictionary.  
I've habits quite extraordinary!  
I sleep all day and work all night.  
I think that Ants are sheer delight.  
Some say I'm odd and far too quiet  
And that I have a monotonous diet.  
(I like it!)



**C** is for CAT

I've checked my rod,  
I've checked my reel  
And soon I'll be off  
to catch a meal.  
My sons are eager to dig for bait;  
The little dears can hardly wait  
To see if my cast is good and true.  
Tonight (they hope)  
it's a Fish menu!

The Aardvark's taste in food may seem odd, but he apparently thrives on his diet of ants and termites. Cats, on the other hand, have a strong preference for fish. And this is just as well, it turns out, because science says fish contains the protein, minerals, and vitamins necessary to a cat's vigorous health. The cat's dietary needs were given careful thought in planning Puss 'n Boots Cat Food. Each can is 85% fish . . . fresh-caught, whole fish is used, with all the food elements a cat needs most.

Additionally, cereals and other elements are thoroughly ground up and cooked with the fish. These supply roughage and certain desirable nutrients, making Puss 'n Boots the ideal, balanced diet. Many cats may appear to eat with normal appetite. But for a meal that meets a cat's particular nutritive needs, Puss 'n Boots is enthusiastically endorsed by breeders, cat-owners, and veterinarians.

**Puss 'n Boots**



C is for Cat . . . and so is Puss 'n Boots

©1948, Coast Fishing Company, Wilmington, Calif.



### "GREAT EXPECTATIONS"



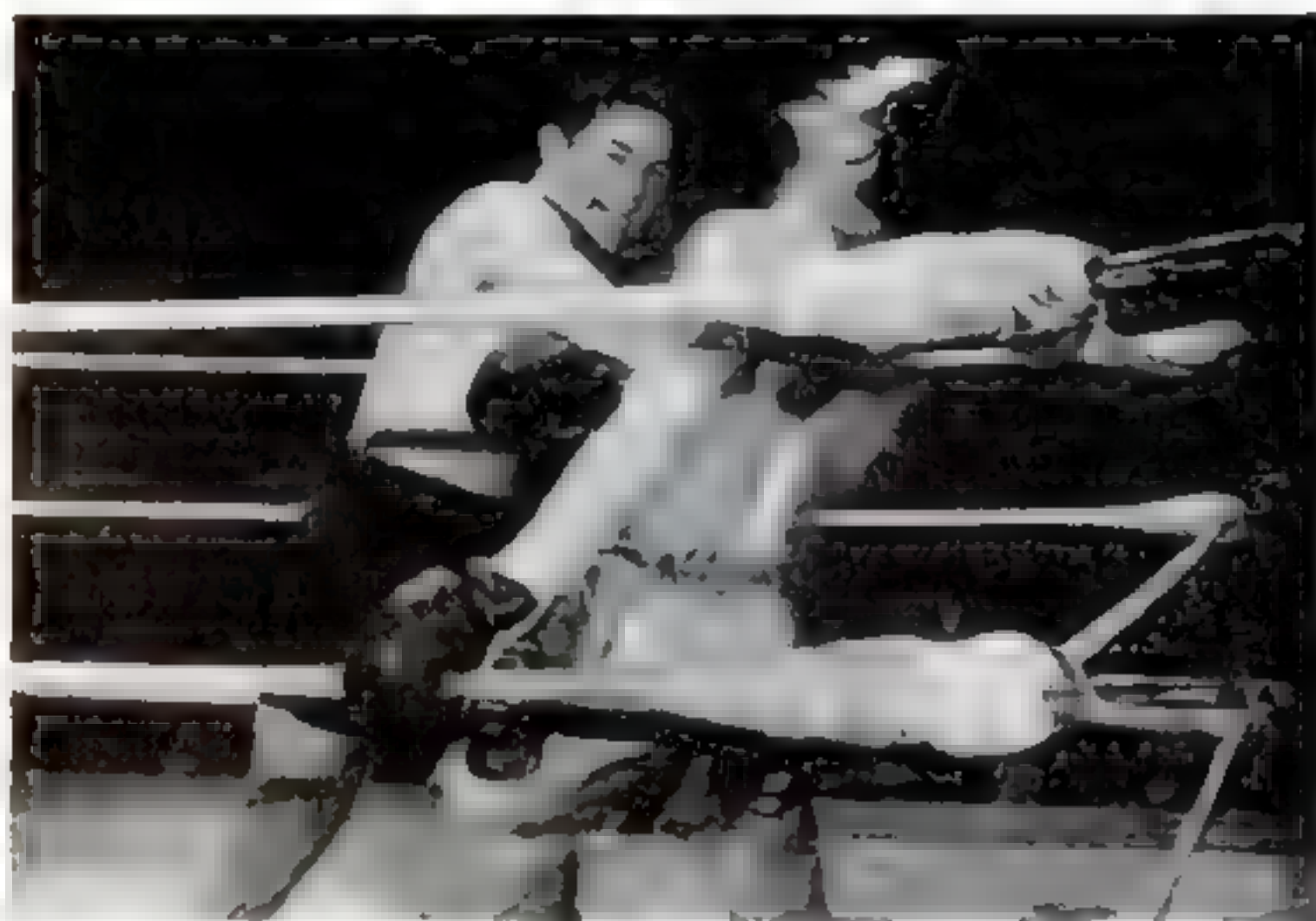
Memorable scenes from the eight best movies produced in 1947 are shown here. One of the finest was an English film (about) of Dickens' novel about a little boy who grew into a scoundrel, he earned humility. Faithfully Dickensian, it was wholly heartwarming.

### "MOURNING BECOMES ELECTRA"



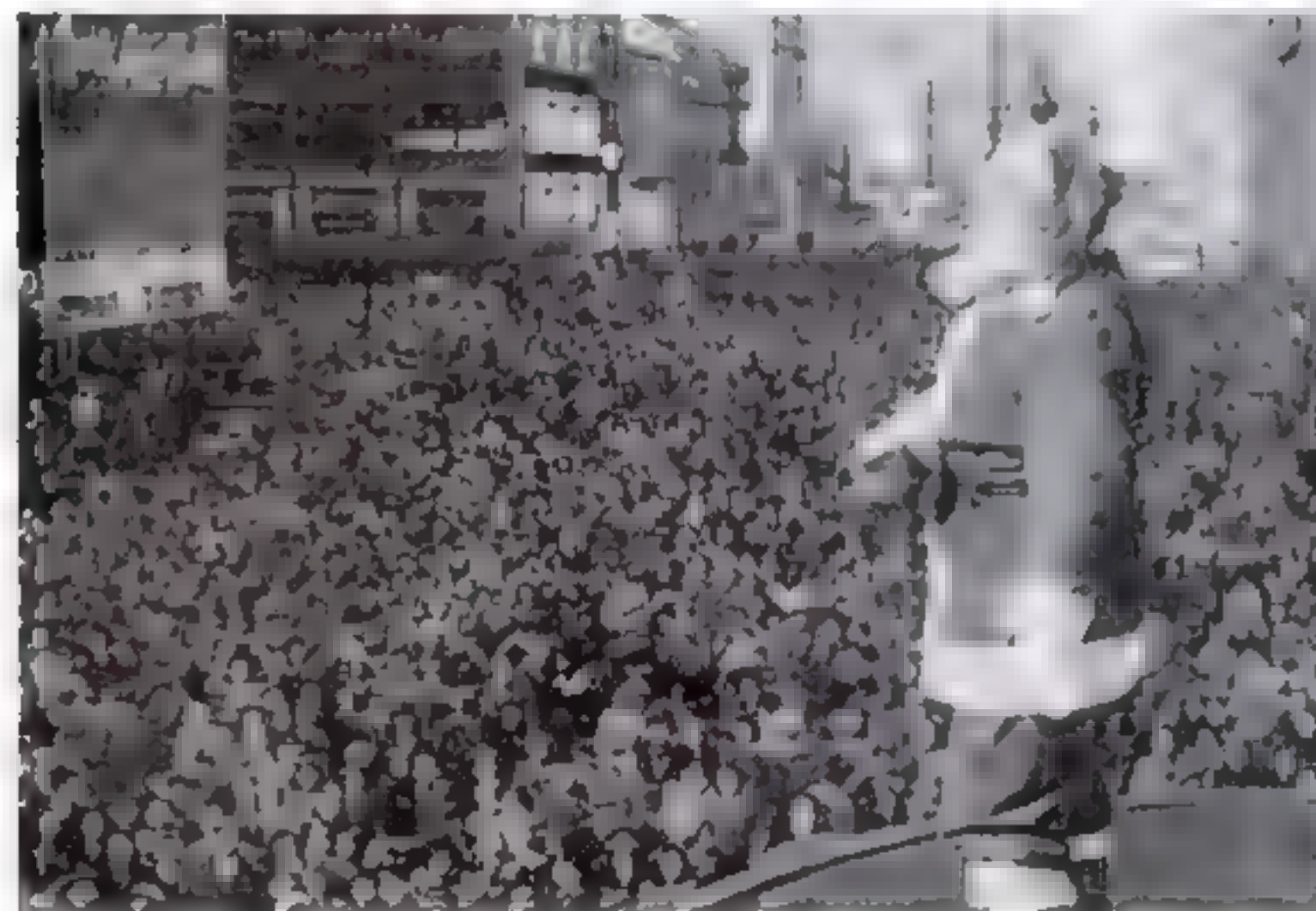
Eugene O'Neill's somberly exciting mixture of Aeschylus and Freud, hardly changed from the play, had Rosalind Russell as the tragic daughter of a doomed New England family. It was an admirable, mostly successful attempt to bring high art to the screen.

### "BODY AND SOUL"



This story of the professional and amatory ups and downs in a champion prizefighter's career had often been told on film before but seldom better. Best features: a handful of convincingly steady fight-game types and James Wong Howe's realistic camera work.

### "MIRACLE ON 34TH STREET"



In this picture Edmund Gwenn played a man who claimed to be Santa Claus. After farcical doings in the rival Manhattan department stores of Macys and Gimbels he was brought to trial and upheld by a flustered judge. It was the year's best comedy.

## LAST YEAR'S MOVIES

**With box office falling, the industry badly needed a lot of good pictures but produced barely a handful**

Few people in Hollywood were regretful as they watched the final fade-out of the year 1947. It had been a bad 12 months for the movie industry. On the business side profits were still huge—\$98 million for the year (down \$26 million from 1946)—but in the fall box-office receipts began dwindling seriously. In addition, the foreign market had been cut drastically (*LIFE*, Feb. 23). The investigation of Communism in movies by the House Un-American Activities Committee had made Hollywood look subversive to a sizable number and pretty silly to everybody else. These events alone were enough to blight any year but it was in a more important sphere—the quality of individual pictures—that Hollywood really touched bottom.

During 1947 the U.S. movie industry turned out

365 feature productions of which perhaps 75 represented a serious striving for "quality." Under this heading came such movies as *Desire Me*, *The Beginning or the End*, *The Magnificent Doll*, *Daisy Kenyon*, *This Time for Keeps*, *Something in the Wind*, *Song of Love*, *The Imperfect Lady*, *The Home-Stretch* and a score more which appeared with big-name casts and loud fanfares of publicity, then turned out to be duds. Since the invention of the cinematograph hardly a movie season has seen the bad pictures so heavily outweigh the good.

But even though the big news of last year's movies was their general shoddiness, not all the news was bad. Highly praiseworthy was the industry's newfound willingness to deal honestly with touchy subjects. Two cases in point were *Gentleman's Agree-*

*ment* and *Crossfire*, which did some very straight talking about anti-Jewish feeling in America. Another cheering item was the appearance of half a dozen good comedies after three or four seasons unduly short on laughs. To the surprise of no one, *Life with Father* was one of these, but an unheralded little picture about Santa Claus called *Miracle on 34th Street* was funniest and most original of all.

England, which had sent nearly a dozen impressive productions across the Atlantic during 1946, suffered a decline. *Great Expectations* was as satisfactory a movie as the year saw, but the few other British successes (*Odd Man Out*, *I Know Where I'm Going*) were overbalanced by a multitude of films as unimaginative as English cooking. Italy, on the other hand, brilliantly followed up 1946's



## "SHOESHINE"



This Italian-made movie followed two young Roman bootblacks through a web of black-marketing and legal corruption. In the end one boy killed the other and wept over his body. Few movies have so successfully dramatized man's inhumanity to man.

## "GENTLEMAN'S AGREEMENT"



By posing as a Jew for eight weeks, a Gentile journalist (Gregory Peck) found out about social anti-Semitism in America. More thoughtful than its thematic rival *Crossfire*, the picture pulled no punches, pricked the consciences of many of the nation's "meest" people.

## "THE MACOMBER AFFAIR"



Perfidy and lust were coldly examined in the Ernest Hemingway story of a coward, his trampish wife and a professional hunter on safari together in Africa. Marred by a bogus ending, the film still conveyed some rare excitement in its many hunting scenes.

## "LIFE WITH FATHER"



America's apparently limitless affection for the late Clarence Day Sr. and his family was touched off again when William Powell and Irene Dunne played Father and Mother in Technicolor on the screen. Even censors unbent a little, allowed Father to say "Damn."

*Open City* with *Shoeshine*, a movie of great poignancy about postwar Rome.

Acting triumphs were difficult to find. Among the women only Rosalind Russell showed notable artistry in a big part when she played the tragic heroine of *Mourning Becomes Electra*. On the male side Gregory Peck (in *Gentleman's Agreement*), Michael Redgrave (in *Electra*) and Ronald Colman (in *A Double Life*) gave portrayals that were certainly excellent but hardly memorable.



ROSALIND RUSSELL

After three years of inactivity Cecil B. DeMille once again caused the earth to tremble as he unleashed his latest spectacle. Called *Unconquered*, it turned out to be the usual splendiferous fustian, this time featuring Paulette Goddard's heaving bosom and the French and Indian War. Mounting costs and diminishing profits

promised an imminent end to this type of extravaganza (always advertised as "mighty"). Judging from the following examples, few tears will be shed: *Green Dolphin Street* (Lana Turner in 19th Century New Zealand), *Captain from Castile* (Tyrone Power, the Spanish Inquisition and Cortez), *Forever Amber* (Restoration England, with Linda Darnell as the famous pushover).

One long-term trend in subject matter seemed at last to be dying out—the mixture of psychology and crime. After more than three years of explaining away murder by calling it the belated outgrowth of a childhood tantrum, Hollywood was looking for something new. This promised to be the "documentary technique," under which a movie is photographed on the actual scene called for in the story rather than on a California sound stage. The new idea became a real trend last spring with *Boomerang!* (p. 60) which, along with *Gentleman's Agreement*, owed much of its excellence to the year's top director, Elia Kazan.

Although the bright spots among last year's movies were not very bright, it is safe to say that the annual Academy Award ceremonies on March 20 will

be termed the climax to a year of great achievement. Criticism almost virulent enough to bring on wholesale suicide in a less thick-skinned business was being shrugged off by the movie-makers. Unbounded promises for the future rather than regrets about the recent past dominated the conversation over producers' unlisted telephone wires last week.

To the outside world Hollywood seemed the same—proudly capricious about important matters and so self-important about its most trivial acts that sooner or later even the most caustic critics and commentators despair of ever humbling or inspiring such a complacent leviathan. "As if taxes . . . weren't enough [of a problem]," chirped news-conscious Columnist Edith Gwynn in the *Hollywood Reporter*, "Judy Canova now has termites in her station wagon."



ELIA KAZAN



## THESE WERE SOME CHOICE FILM BITS

### THE MOST MEMORABLE SCENE



**"TO LIVE IN PEACE,"** an excellent Italian film about the war, provided one moment that was at once tense, funny and moving. A German soldier gets drunk in the house of an Italian peasant who is hiding a Negro GI. When the GI appears, also besotted, the two enemies do not shoot it out as expected, but fall into a drunken embrace.

### TWO CHARMING PERFORMANCES



**LUCILLE BALL** played the heroine of a farce called *Her Husband's Affairs* with a dexterity that put her head and shoulders above any other comedienne on the screen.



**HARRY BAUR**, killed by Germans in 1943, made a hilarious post-mortem appearance as the avaricious hero of *Volpone*, a 1939 French film recently shown here.

### A NEW IDEA IN MOVIE PRODUCTION



**"BOOMERANG!"** shifted into high gear a trend begun two years ago by *The House on 92nd Street*. Based on a famous Connecticut law case, it was filmed mostly in Stamford, Conn. and consequently had a vivid reality unobtainable in a studio. Several movies since *Boomerang* have used this "documentary technique" and more are currently planned.

# Mansfield

## KLEET SOLE Jogs



Pipe those two-fisted kleets of lively red rubber... they spell "Jogs" and extra endurance. Eye that handsome hefty upper for style and lasting good looks. Both keep you merry rolling along!

Mansfields start  
at \$9.50

## Mansfield

# Jogs

Mansfield Shoes, Whitman, Massachusetts



# Two Favorite "Entertainments" of a Century Ago



## Ludlow's Kentucky Comedians and Crow's Kentucky Whiskey

It was a gay evening when Ludlow's Comedians came to town! To help celebrate the occasion, men naturally turned to another favorite Kentucky "entertainment" — James Crow's whiskey — one favorite still held in high esteem by "those in the know."

THOSE IN THE KNOW — ASK FOR

# OLD CROW

KENTUCKY STRAIGHT

BOTTLED IN BOND



*A Truly Great Name*

— >>> AMONG <<< —  
**AMERICA'S GREAT WHISKIES**





in your SOX

**Trimfit**  
**SOX**

Illustrated by David Housheer

1940

A black and white portrait of a young man with dark hair, wearing a tuxedo and a bow tie. He is looking slightly to the left of the camera with a gentle smile. The background is a light, textured surface.

CONTINUED ON PAGE 64



# Now-new miracle lotion guards the beauty of your whole hand!

**SOFTENS CUTICLE**  
because New Hinds is enriched with wonder-working lanolin—helps avoid unsightly, ragged edges—keeps your manœuvres lovelier longer!

**SMOOTHS KNUCKLES**  
because New Hinds contains effective emollients that absorb... “work into” roughened knuckles—soothing and smoothing miraculously!

**BEAUTIFIES SKIN**  
because New Hinds has special “skin-affinity” ingredients—makes hands feel softer instantly—gives longer-lasting protection!

**“SATINIZES” PALMS**  
because New Hinds helps protect them from work-roughness—soothes and helps soften calluses... yet never feels sticky!

**ENRICHED WITH LANOLIN**, New Hinds Honey and Almond Fragrance Cream brings your *whole hand* a new “feel of softness”—*instantly*... gives your skin longer-lasting protection against roughness brought on by work or weather.

**USE NEW HINDS** on elbows, arms and legs to smooth chapped spots, *beautify* skin. Try it as a powder base to make cosmetics “cling”—give make-up *new allure*! Four sizes, 10¢ to 1.00.

Now in NEW Beauty Bottle



## Hinds

Honey and Almond  
Fragrance Cream



## IF POP DOES IT—IT MUST BE A CINCH!



Mm-m-m!  
Every Bite is  
Happifyin' Light



### Aunt Jemima Pancakes\*

Hot Butter and Syrup Combined

Broiled Sausage and  
Pineapple Rings

Orange Fruit Mold Custard Sauce  
Coffee

\*Just add milk or water, stir  
gently, and pop 'em on the griddle

For twice as much pancake fun  
get both kinds instead of one:  
the red box for pancakes and waffles,  
the yellow box for buckwheats.



## Last Year's Movies CONTINUED

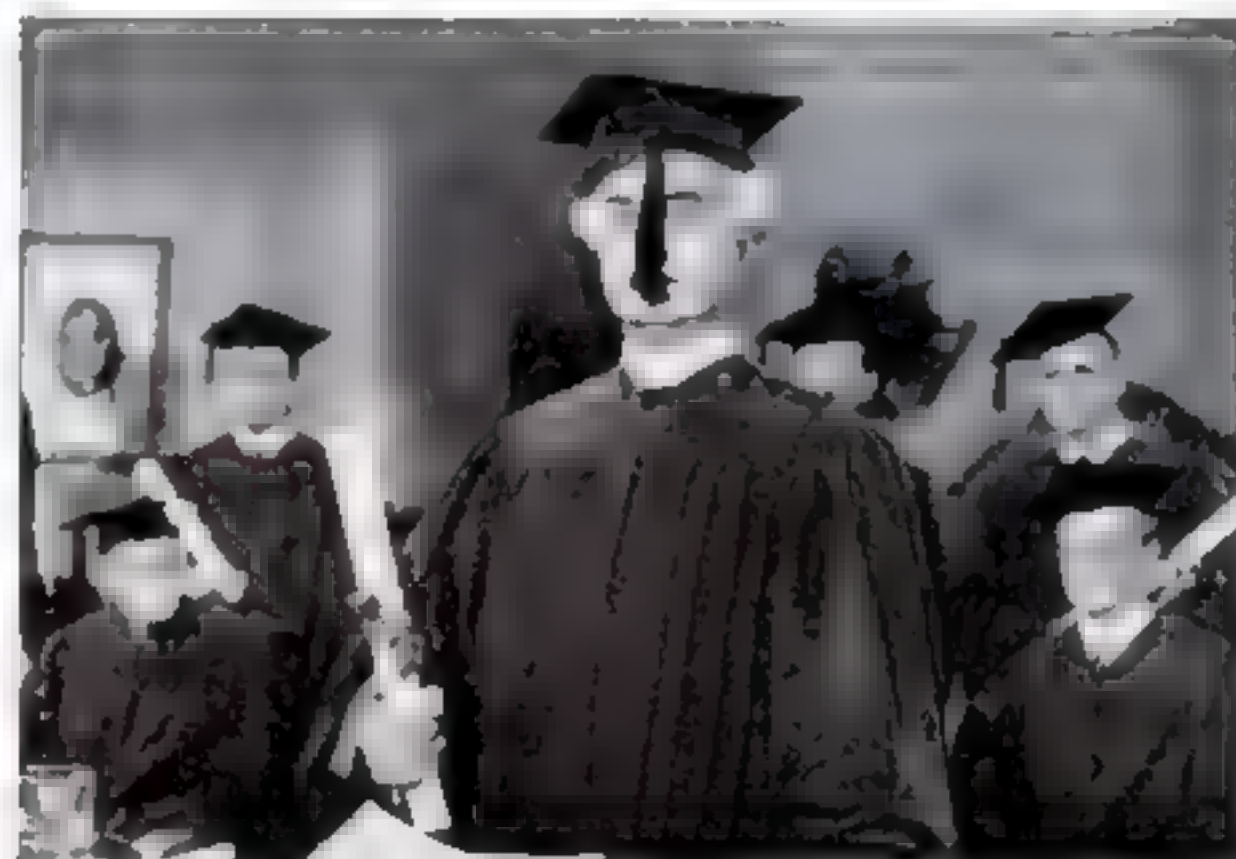
### "LIFE" HAS SOME SECOND THOUGHTS

#### A MOVIE "LIFE" OVERLOOKED



"I KNOW WHERE I'M GOING" was the story of a self seeking girl who is about to marry a rich man when she meets an impoverished Scottish laird and falls in love for the first time in her life. British-made with Wendy Hiller and Roger Livesey in the star parts, it was a delightful romance beautifully photographed along the bleak seacoast of Scotland.

#### A MOVIE "LIFE" OVERPRAISED



"THE SENATOR WAS INDISCREET," a comedy which *Life* called "a loud horselaugh at American politics," seems on second inspection to have been just loud. William Powell, as the fat-headed senator who wants to be president, was trapped in a role that should have provided sharp satire and instead offered only ancient gags and heavy-handed slapstick.

#### A MOVIE WHICH CAUSED CONTROVERSY



"MONSIEUR VERDOUX," in which Charlie Chaplin played a fopish French Bluebeard, was a disappointment in *Life*'s opinion. Most of the U.S. press agreed. But when foreign critics, particularly the English, called it the best U.S. film of 1947, *Life* took a mystified second look, found *Verdoux* too seldom funny, too often confused, still disappointing.




Light an  
**OLD GOLD**  
instead of  
a throat  
treatment!



For a Treat instead of a Treatment, treat yourself to **OLD GOLDS**





For just about a hundred years,  
In this great vale of joy and tears,  
The finest foods in all the land  
Have borne the name of "Monarch Brand."

More than five hundred finer things  
That come in bottle, box and tin,  
Are well known for the Lion label  
And should be daily on your table.

Here Luke the Lion and Lucy small  
Are gazing at the mammoth wall  
Of foods so pure, so good, so grand—  
This vast array is Monarch Land!

On merchants' shelves (from coast to coast)  
Where best of quality counts the most  
You'll find a stock of Monarch food  
To please your every eating mood.

Each day for your own eating pleasure  
You should partake of this great treasure.  
You'll find the price is strictly right  
And quality in every bite.



# MONARCH

World's Largest Family of Nationally

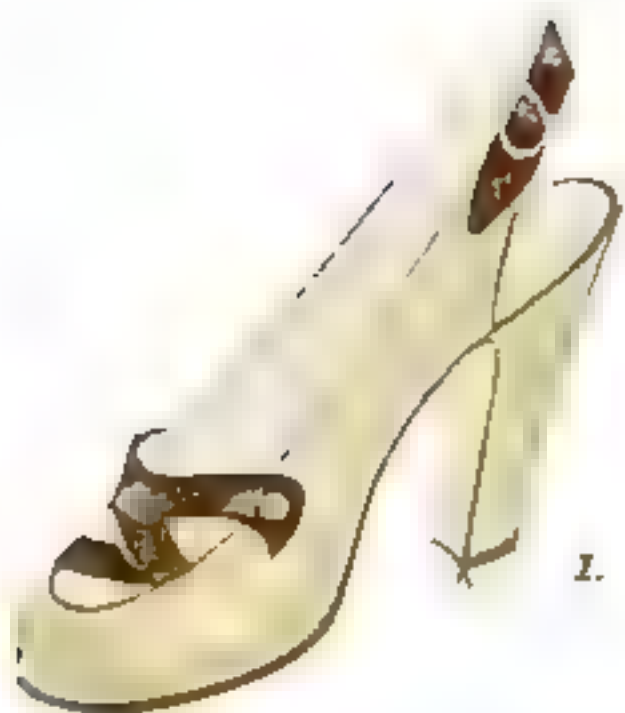




**RCH**

Distributed Finer Foods





dollar for dollar  
mile after mile

*You're  
Twice as Smart*

with

*Vitality*

more-for-your-money shoes

These are the exciting Vitality Shoes you've heard so much about. Ask to see them. Feel how gentle, how luxurious they are. Examine them, inside and out. See how carefully they're detailed. Try them on. Feel how they cling to your feet... especially at the heel. You're *twice as smart* to get both finer quality and comfortable fit with Vitality Shoes. Complete range of sizes and widths—  
at finer stores throughout America. \$10.95 • \$11.95 • \$12.95

1 Rosetta 4 Bronson  
2 Lasso 5 Razzle  
3 Caren 6 Miriam

Also Vitality Open Road Shoes for Outdoor and Campus Wear, \$8.95 and \$9.95

VITALITY SHOE COMPANY, Division of International Shoe Company, St. Louis 3, Mo.



# CAMISOLES

## U.S. women lift an unmentionable out of their grandmothers' wardrobe

In their tireless search for pretty new bits of clothing that will make them look both feminine and demure, U.S. women have just about exhausted grandmother's wardrobe. They have already run through her outer garments—her long skirts, wasp waist, leg-o'-mutton sleeves, high neckline, beauty spots. They have resurrected her unmentionables—pantalooners, waist pinchers, long petticoats. Now, in New York stores from Woolworth's

to Lord & Taylor's, they are busily buying one of the few remaining items—the camisole.

Grandmother's camisole was a straight-topped, waist-length garment with wide, embroidered shoulder straps, a utilitarian corset cover. Today's camisoles cover no corsets. They are dainty, frilly and purely romantic, designed to be worn under a sheer blouse or summer dress. This is particularly effective when the camisole is transparent (*below*).



**CAMISOLE-SLIP**, designed by Iris, is one-piece variation. In foreground, model adjusts drawstring on hem.

TRANSPARENT CAMISOLE IS MADE OF HAND-EMBROIDERED SWISS ORGANDY WITH FLORAL AND LEAF DESIGN, HAS INCH-WIDE, WHITE ORGANDY SHOULDER STRAPS



CONTINUED ON NEXT PAGE



# Coughs

STOP QUICKLY WITH THESE  
SOOTHING *Glycerine* TABLETS



**Quick! Effective! Safe!**  
That's the 78-year record of Pine Bros. Glycerine Tablets in relieving coughs due to colds. They cover your dry, cough-torn throat with a moist, soothing film of glycerine, and relief comes fast. No strong drugs. Use them freely. **WON'T UPSET YOUR STOMACH**  
PINE BROS., INC., PHILADELPHIA

**10¢**

5 pleasing flavors

personalized  
with her own  
initials

*Mary Dunhill*  
white hyacinth cologne

Fresh as an English garden... Personalized with golden tone initials that say "This is her very own."  
\$1.75 and \$3.00, plus 20% fed. tax... At fine stores, or write to Mary Dunhill, 620 Fifth Ave., New York

## Camisoles CONTINUED



**ROUND-NECKED CAMISOLE** has lace inserts, pin tucks, drawstring, and opens down front. Its matching petticoat has heart-shaped pocket on skirt.



**BERIBBONED CAMISOLE-SLIP** has ruby-red ribbons for drawstrings. Material is pale-pink taffeta which makes swishing sound when wearer waltzes.



# Worth Repeating!

These days you often see a smart, decorative design used over and over again — just as you hear people say over and over again: "A&P Coffee tastes better." Roaster fresh coffee always sold in the bean, then Cold Ground just right for your own coffee-maker. You can find three superb blends — mild, medium and strong. Good? You can say that again. You'll know what we mean first time you taste A&P Coffee!

Master design in trademark for the Cannon-Marin series.

**A&P COFFEE**  
AT ALL A&P FOOD STORES

*America's most popular coffee  
— none finer in any package  
at any price!*











## ← LOUISIANA MARDI GRAS

Last month, as usual, hundreds of cities wound up their big pre-Lenten period of festivity and clownish hoo-rah called the Mardi Gras. In New Orleans more than 500,000 merry-makers dished out \$3 million for a series of costume balls and parades. Floats escorted by Negroes carrying flaming torches were drawn by mules clad in white sheets (*opposite*). The next day, with the city battling a giant hangover, the mules went back to their normal job—hauling garbage.

## FESTIVAL IN BELGIUM →

While New Orleans was having its spree the Belgian town of Binche held its own celebration. For 400 years Binche has had a festival on Mardi Gras (Fat Tuesday), so called by the French in allusion to the ancient custom of parading a fat ox through the streets the day before Lent begins. This year harlequins decked in ostrich plumes and lacy pants (*above*) roamed about pelting spectators with 30,000 oranges and doing a dance not unlike the Charleston.





Young lady shoes...worn with  
a delicate air that tells a man  
you're lovely. Why not live in  
Paradise—the fashion classics  
so downright *fitting* for you!

## Paradise Shoes



\$1195 to \$1695

At finer stores everywhere or write  
for name of your nearest dealer  
Bauer Bros. Shoe Co., St. Louis, Mo.

## Festivals CONTINUED



## STREET DANCING IN RIO

The Carnaval Carnival in Rio de Janeiro, is the most strenuous of all pre-lenten celebrations. For four days every man dresses in fancy costumes and dances in the streets until he drops. A few hours' sleep and they are at it again. Songs are composed for the occasion. Revelers go about squirting each other with *rough perfume* (perfumed urine), considered by Brazilians to be an improvement on toilet deodorant.



## CARNIVAL IN VIAREGGIO

In Italy 25 years ago the Fascists prohibited masked March Carnival celebration for fear of attacks on government officials. Nevertheless the old festivals go on in almost every town. None is more colorful than the one in Viareggio, a resort on the Tyrrhenian Sea. The tourist crowds gather to engage in flower battles and to gaze at floats full of grotesque papier mâché figures. The float above advertises local gambling casinos.





Inspired Easter girl—Textron's newest Hostess Coat, about \$20

# *Bright as Easter... gay as spring*

Now Textron brings you an enchanted forest . . . flowers, birds and dancing animals

frolic on this lovely Hostess Coat of finest rayon crepe. Fresh as young leaves, soft as a moss bed.

Pleated back that bursts full bloom into a sweeping hemline. In gay and sunny colors with either coral or blue predominating, sizes 10 to 20. At leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

**TEXTRON**  
SEE, U. S. PAT. OFF.

WOMEN & TRICOT LINGERIE • MENSWEAR • BLOUSES • HOSTESS COATS



Let early thaws

FEED

...and spring rains

...soak Vigoro

Come summer . . . you'll have beauty at your feet!

Don't let the calendar fool you! Your lawn knows it's spring—long before you do. Feed Vigoro now—even before the frost is out of the ground.

Grass, like all plant life—from tiny seedlings to the tallest trees—must get eleven nutrient elements from the soil for normal growth and development. Your soil may be deficient in these elements . . . either because nature did not supply them or the grass plants exhausted them.

Just apply Vigoro at the rate of 4 pounds per 100 square feet. Remember: Vigoro—

complete, balanced plant food—supplies *all eleven* of the vital nutrient elements plants must get from soil. Supplies them in ample amounts for proper nutrition.

Remember, too, that Vigoro increases the humus (organic materials) by helping grass grow extra large root systems. Thus, your soil becomes a better storehouse for plant nutrients and moisture. Soil aeration is also improved. Your lawn stays thick and lovely through every growing season.

Ask your garden supply dealer for Vigoro today. Feed it regularly.

A PRODUCT OF **SWIFT & COMPANY**

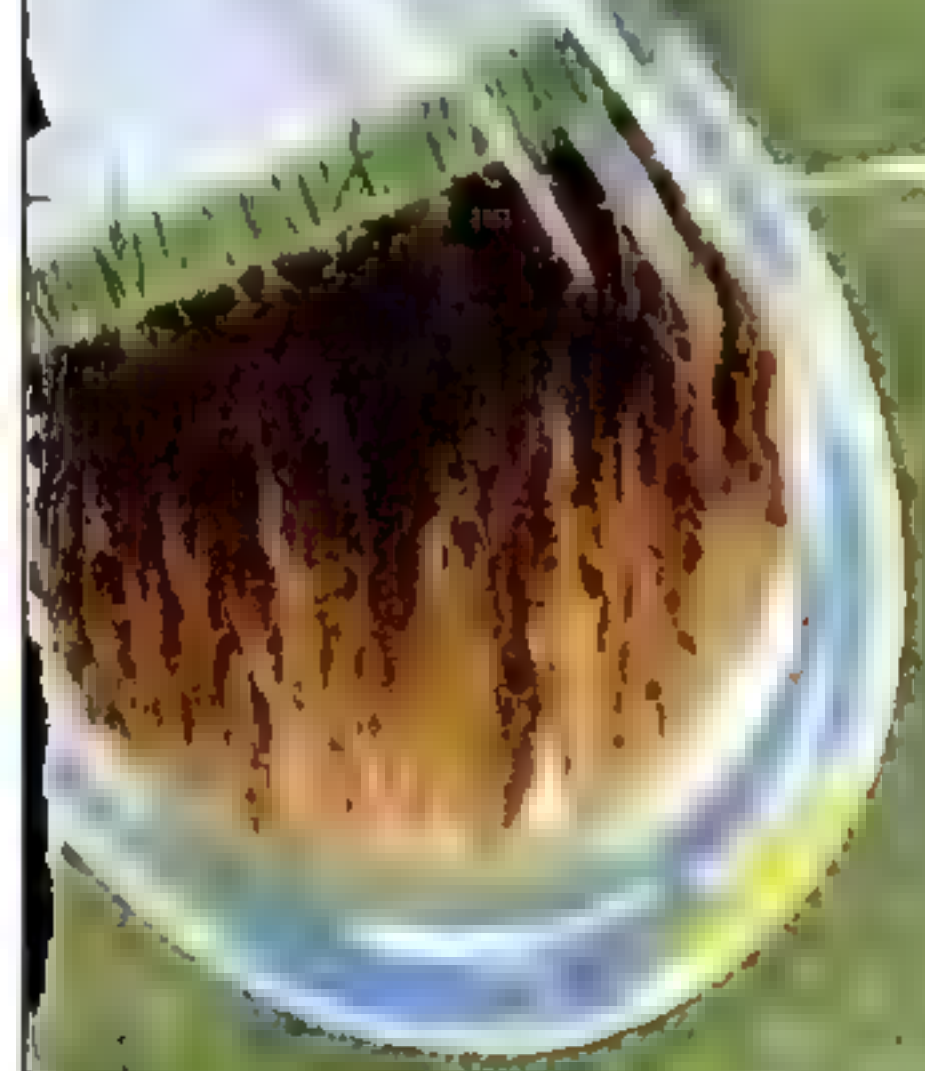
Ask your dealer for **Endo Pest** . . . all the protection most gardens need  
Use **Endo Weed** . . . quickly clears lawns of ugly weeds.





# VIGORO NOW

deep into your lawn





# DOCTORS PROVE The Palmolive Plan brings 2 out of 3 women

*Lovelier Skin in 14 days!*



**DOCTORS PROVE  
PALMOLIVE'S  
BEAUTY RESULTS!**

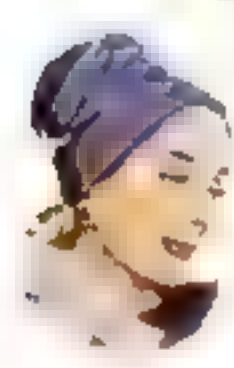
Here goes my penny  
—I'm wishing for  
a brand-new, beautiful  
complexion!  
Oh, Madge, I'm just  
sick about my  
dull, oily skin!



Why not try the Palmolive Plan, Sue?  
Remember, 36 doctors . . .  
leading skin specialists . . . tested the Plan on  
1285 women and proved it brings  
lovelier skin to 2 out of 3  
in only 14 days!

- The Plan is easy as it can be—  
here's all you do, just 1—2—3!
1. Wash your face  
with Palmolive Soap.
  2. Then, for 60 seconds, massage  
with Palmolive's  
S-D-Lovely Rubber Rub!
  3. Doctors—twice a day for 14 days! This  
cleansing routine brings you the skin  
1285 women fully believe in!

**YOU, TOO, MAY LOOK FOR THESE SKIN IMPROVEMENTS IN ONLY 14 DAYS!**



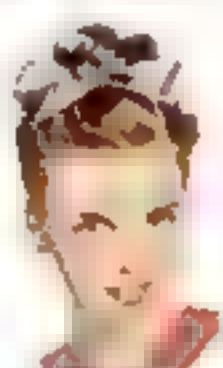
Regardless of  
your Age—

"Smoother, less oily!"  
—Helen Meyer, Chicago. The  
Plan was tested on women  
from 14 to 60. I thought  
nothing could do it!



Regardless of  
your Type of Skin—

"Fresher, brighter color!"  
—Viola Miller, St. Louis.  
For 10 years, my skin has  
been so dry and cracked  
that I've never been able  
to get a good tan!



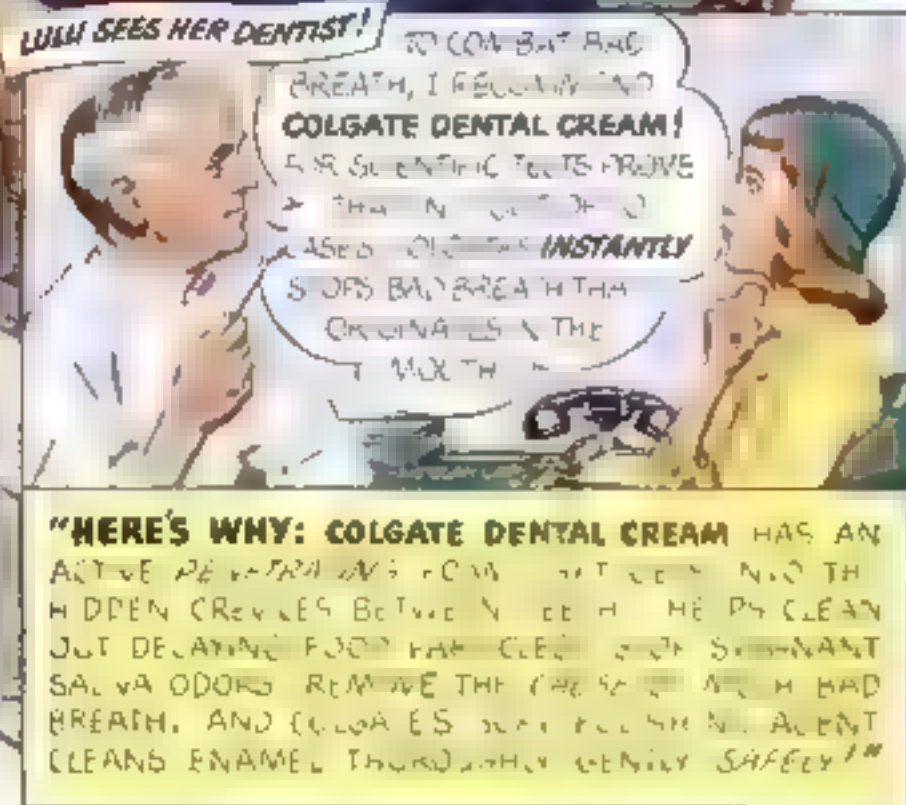
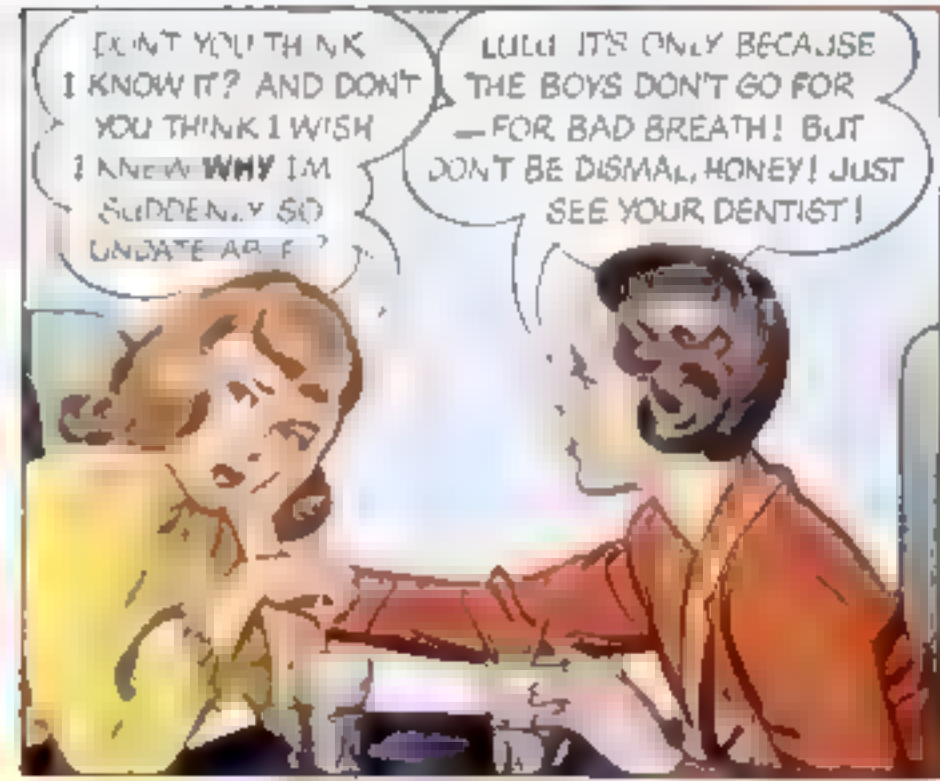
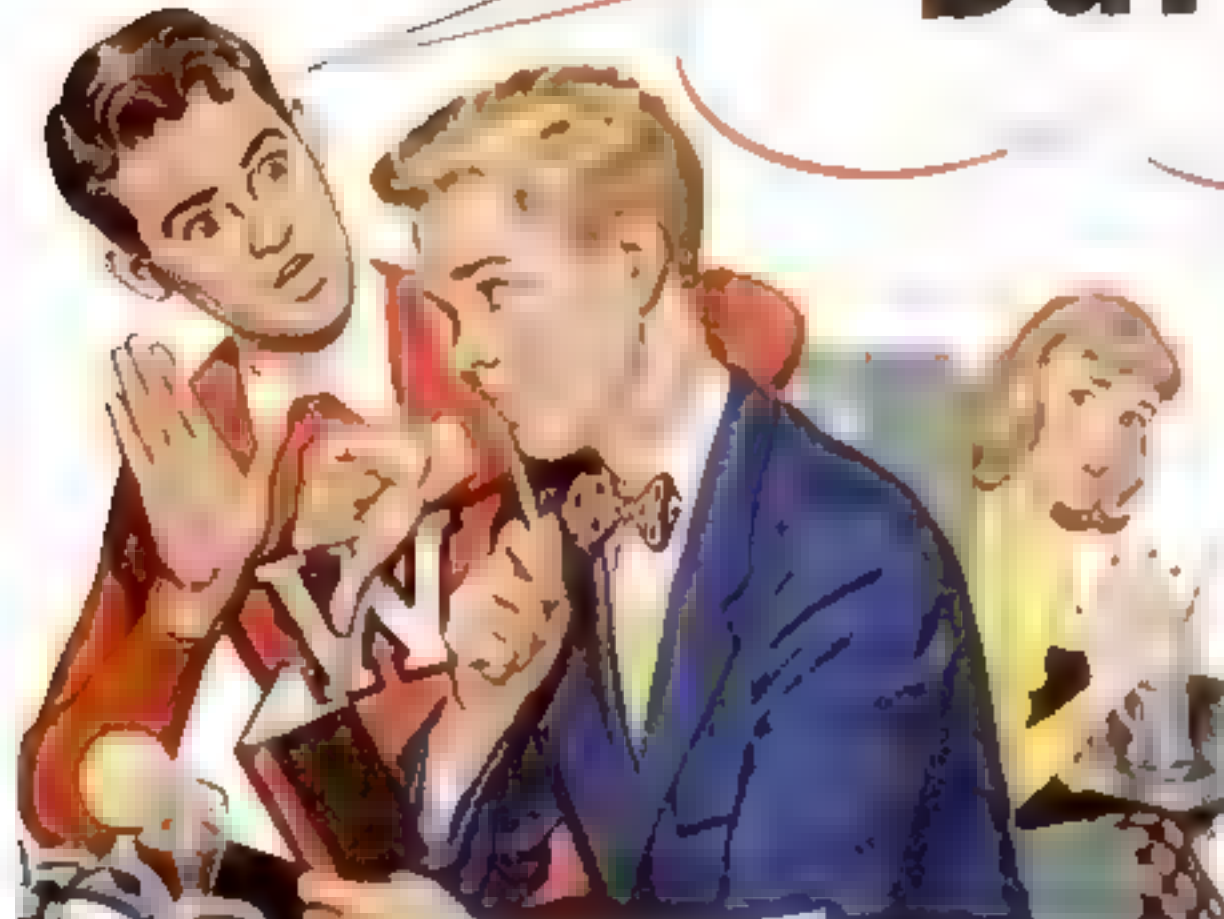
Regardless of what Beauty Care  
you've used before!

"Fewer blemishes!"  
—Lillian Briskin of New York.  
Incipient blackheads, caused  
by improper cleansing, usually  
respond to the Palmolive Plan.



For Tub  
or Shower  
get the  
New, Big, Thrifty  
Bath Size  
Palmolive!

## But don't bring Lulu!







APPARENTLY UNCONCERNED BY EXPOSURE OF HIS BRAIN TO PUBLIC SCRUTINY, GEORGE (LEFT) PICKS AT JEANNIE'S EAR IN PERFECTLY NORMAL MONKEY FASHION

# MONKEYS WITH PLASTIC SKULLS

THROUGH THE ANIMALS' TRANSPARENT CAPS DOCTORS STUDY FLOW OF BLOOD IN LIVING BRAIN

In every way but one, the two simians above, George and Jeannie, are normal and well-adjusted monkeys. Their only claim to distinction is that they have transparent skulls. George's and Jeannie's own bony craniums were replaced with clear plastic ones at the Naval Medical Research Institute at Bethesda, Md., where the two monkeys play an important role in the study of blood circu-

lation in the brain. Medical researchers can look through their transparent skulls and see exactly what happens to the flow of blood (p. 60) when the monkeys are put in a state of shock or when they are under the influence of anesthesia or drugs like Adrenalin and histamine.

In contributing to advances in medical knowledge which will someday be applied for the bene-

fit of human beings, George and Jeannie suffer almost no discomfort. They were under anesthesia and felt no pain when the plastic caps were installed in a series of four operations. In their cages at the Bethesda medical laboratory, the two monkeys eat ravenously, indulge in all the normal monkeyshines (above) and are expected to live out their normal life expectancy of about 15 years.



# SMOOTH GOING when you've got P.A.\*



P.A.\*

means **P**ipe **A**ppeal

Ask any woman how she likes the rugged, masculine look of the man who smokes a pipe. That's what we mean by Pipe Appeal! But P.A. has another meaning, too... it —

means **P**rince **A**lbert

Ask any pipe smoker if he wants a tobacco that's easy on the tongue. Of course, he does—and that's what he gets with Prince Albert. P.A. is specially treated to insure against tongue bite. Mild, rich-tasting P.A. is America's largest-selling smoking tobacco!

By J. Reynolds Tobacco Company  
Winston-Salem, N. C.



WHEN YOU  
ROLL YOUR OWN  
WITH P.A.,  
YOU GET A MILD,  
RICH-TASTING  
CIGARETTE!

THE NATIONAL JOY SMOKE

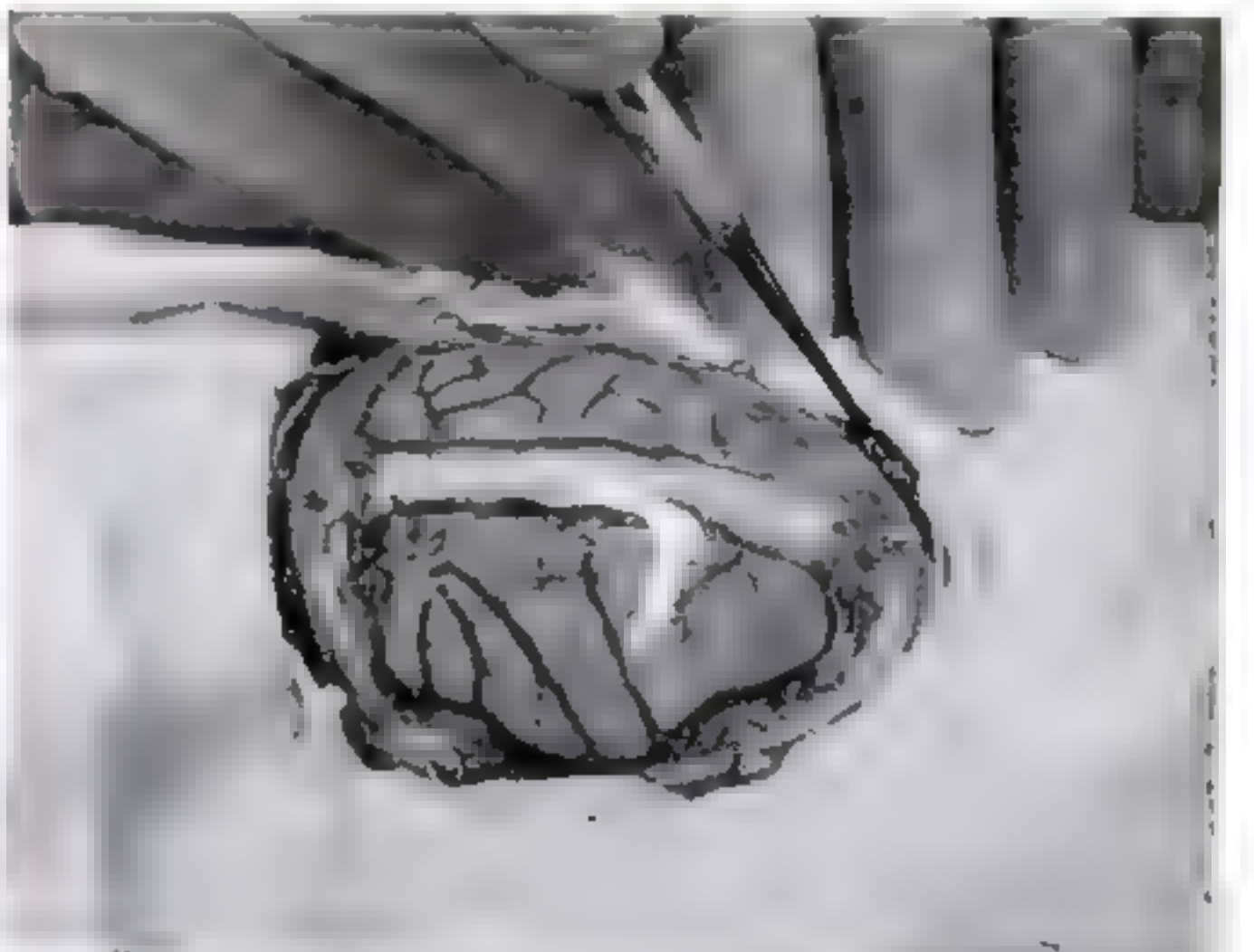
## Plastic Skulls CONTINUED



**AWAITING OPERATION**, monkey is held in frame while head is shaved. First, bone is removed from cranium and skull heals. Later, plastic cap is fitted.



**OPERATION IS PERFORMED** by surgeon and anesthetist in modern operating room. Monkey gets same care that would be given to human patient.



**CAP IS ATTACHED** to metal ring fitted around edge of skull. The joint is sealed with rosin and wax and the cap is fixed in place with six small steel bolts.

CONTINUED ON PAGE 33



A SEVEN WORD

PLEDGE OF QUALITY . . .

*"There is nothing better  
in the Market"*

● These seven words were written on the Old Forester label in the founder's hand 78 years ago, because he considered them a pledge of flavor and fineness. Now, in 1948, this message still remains—a pledge of whisky quality, as true today as it was in 1870.



100  
PROOF

BROWN-FORMAN DISTILLERS CORPORATION . . . AT LOUISVILLE IN KENTUCKY



# New Tricks for Good Eating by Virginia Coates



Home-baked poppy seed rolls—there's nothing like 'em! And you can make them

on the double quick, too, if you make up your yeast dough ahead of time and store it in the refrigerator after the first rising. It will keep several days. Then you can whip up a batch of fragrant, fresh-baked rolls in no time. Try the recipe on this page.

For the best rolls (and who wants anything less?) use top-notch ingredients. For all baking and cooking, I like Durkee's Margarine. And as a spread—it's delicious because it's always country-fresh and mild. Try it on hot vegetables, too.

The Durkee people make their Margarine of pure nutritious vegetable oils, churned with fresh, pasteurized skim milk. It's a healthful product—with 15,000 units of Vitamin A to a pound, all year 'round.



**Topping!** Top the rolls with a generous sprinkle of Durkee's Poppy Seed. They have a real nut-like taste! And, by the way, whenever you need a spice, pick Durkee's Spices. They're always fresh, full flavored and beautifully blended.

**Pan-fried fish—but different!** Here's my favorite recipe—

3 lbs. flounder (or other fish)  
1 tsp. salt      1/3 cup flour  
1/4 tsp. white pepper  
3 to 4 tbsp. Durkee's

Shortening

Pre-heat the skillet well (this prevents fish from breaking). Add shortening to hot skillet and let it get very hot before adding fish. Wipe fish with clean, damp cloth. Mix flour with salt and pepper and roll fish in mixture. Gently pat off excess flour. Fry in hot fat until golden-brown on both sides. Serves 6.

**What, no Tartar Sauce? No!** Skip it and surprise everybody with the lively zest of Durkee's Dressing. Just pour it out of the bottle. You can use it just as it is—nothing to add, nothing to mix. It's that simple. And is it good? Durkee's has a zippy tang that's delightful on any fish. If you've never used this versatile Dressing before, it will be a find!

For other interesting recipes, write to Durkee Famous Foods, Dept. LE3-8, Elmhurst, L. I., N. Y. A Division of The Glidden Co.

## Poppy Seed Rolls

2 yeast cakes  
2 cups buttermilk or sour milk (lukewarm)  
5 cups sifted flour  
1/4 tsp. baking soda  
1/2 cup sugar  
1/2 cup Durkee's Margarine (melted but not hot)  
1/4 tsp. salt  
1 egg white  
3 tbsp. Durkee's Poppy Seeds

Crumble yeast into mixing bowl. Add sugar and buttermilk or sour milk. Add melted Margarine and stir until mixture is dissolved. Sift flour with salt and soda and add gradually to yeast mixture. Stir until smooth. Place in greased mixing bowl. Cover bowl with clean cloth and let dough rise in warm place until double in bulk. Cut down dough and form in desired shapes. Place in greased pans. Brush with egg white and sprinkle with poppy seeds. Cover and let rise again in warm place until double in bulk. Bake in hot oven (400° F.) about 20 minutes. Makes 2 dozen rolls. Serve hot with plenty of Durkee's Margarine.

Durkee's—so country-fresh in flavor!



## Fried fish needs this spirited sauce!

Instead of Tartar Sauce, serve keen, tangy Durkee's Dressing—and enjoy new zest, new flavor. Durkee's is marvelous on any fish, hot or cold. Equally delicious on cold meats, in salads and sandwich fillings. A well seasoned blend of 14 rare spices, rich with fresh eggs and other fine ingredients. Golden in color and delightfully different in flavor. Thrifty, too, because it's concentrated and a little flavors a lot!

Dress it up with Durkee's Dressing!

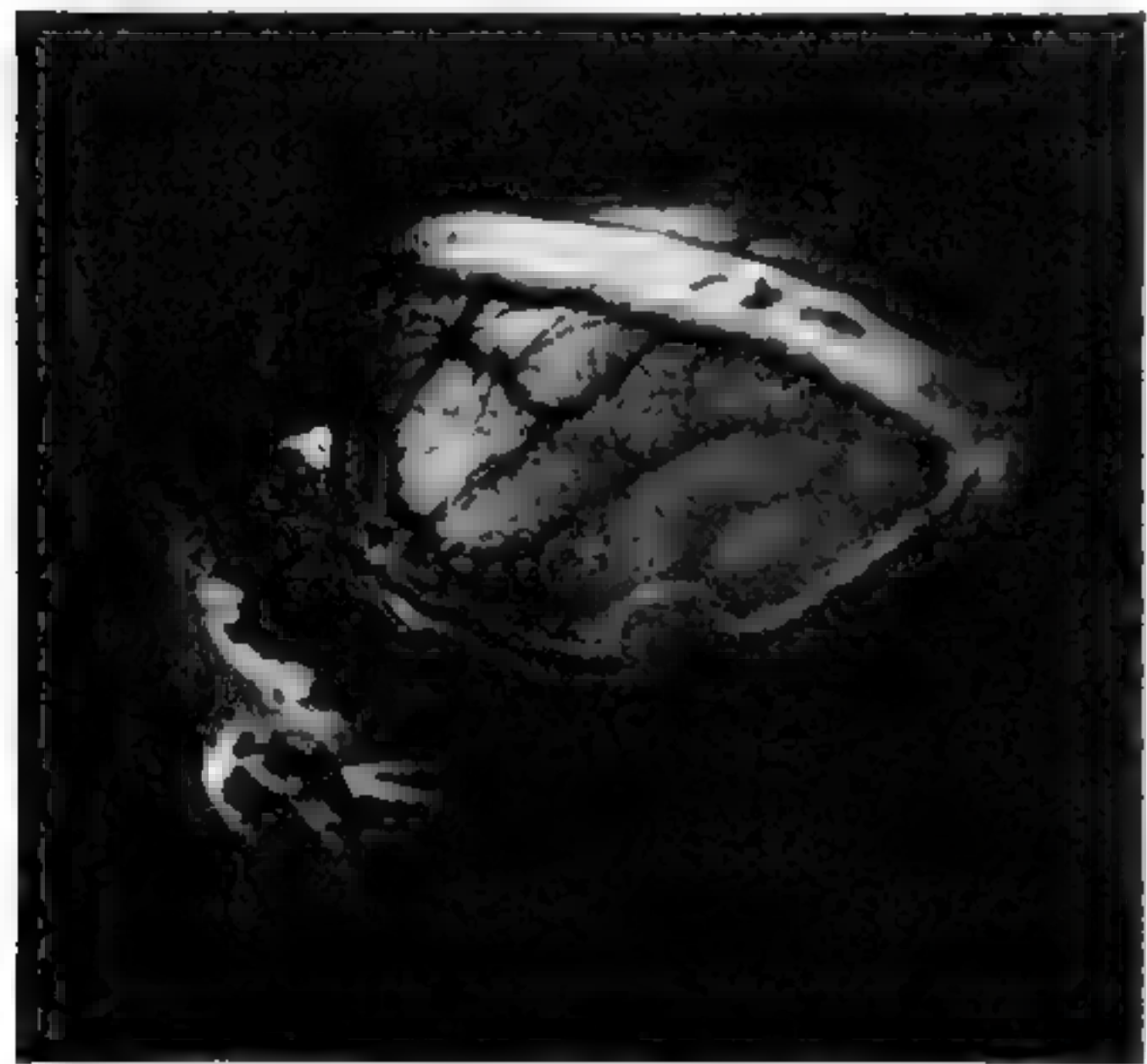




A RESEARCHER FOCUSES LENS OF MOVIE CAMERA ON JEANNIE'S BRAIN

## EFFECT OF SHOCK IS STUDIED

One important use of the plastic-capped monkeys is the study of shock, a condition which causes death by slowing down the flow of blood to vital organs and tissues. It is important to know the rate of circulation in the brain during shock because the brain is the organ which ultimately controls all body functions. In the Bethesda monkeys shock is induced artificially; then, to measure the rate of blood flow, a fluorescent dye is injected into a leg vein. When the dyed blood reaches the brain, it glows under ultraviolet light (*below*) and the rate of blood flow can be recorded by a motion-picture camera (*above*). The Bethesda researchers have observed thus far that in shock the circulation remains normal much longer in the brain than in other parts of the body. This is apparently the body's way, in an emergency, of protecting a most vital organ.



THE BRAIN GLOWS under ultraviolet light as the fluorescent dye passes through blood vessels. Flow of blood is made visible and its rate can be measured.



### There's STYLE NEWS in Sport Jackets

The trend is definitely toward smaller designs, lighter weights and smoother finish of fabrics. Role best in light browns, soft blues, silvery greys. Best style will be either two- or three-button single-breasted model. Team up your new smooth-finish jacket with smooth-finish leather.

BY "Randy" YOUR STYLE SCOUT

## There's style news in RAND shoes!

SEE BELOW for a superb sample of style. Nice, isn't it? And you'll be happy to know it's only *one* of the many choice new patterns you'll have to choose from in the newly-designed Rand line. Stylish, yes... well-constructed, comfortably built, too. See your Rand dealer soon and try on these gRand value\* shoes.

Also Randcraft Shoes for men and young men at lower prices



FOR gRAND STYLE  
gRAND COMFORT  
gRAND VALUE

### \*gRAND value

Only choice cuts of fine skins are used in Rand Shoes. Upper leathers are carefully mated for texture, color and resistance to stretch. Sole leathers are cut only from the best part of the hide to assure better flexibility and wear. These operations cost us more, take more time, but make Rand Shoes a much better shoe value for you.

THE RAND

# THE RAND SHOE

ALSO RAND JUNIORS FOR BOYS

MADE BY THE WORLD'S LARGEST SHOEMAKERS

ROBERTS, JOHNSON & RAND • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MO.





**SILVER CREEK FALLS** State Park in Oregon offers the kind of scene Hall loves. Though he was

born in Washington, D.C. and has lived in Michigan, Hall found most at home in Oregon's rugged scenery.

# OREGON ARTIST

Carl Hall portrays the great northwest with "magic realism"

When Carl Hall, a young Detroit artist, was sent to an Oregon Army camp in 1942, he fell in love with the country and with an Oregon girl. Six months later he married her, and when he came home from overseas in 1946 he and his wife bought a truck and trailer and moved west from Detroit. When the truck broke down in Montana a garage owner offered to go ahead and repair it if Hall would do murals on the wall and a small dance hall adjacent to his garage. In six hours Hall did the paintings. The garage man put the truck in perfect order, and the happy Halls were on their way. Finally they got to Salem, Ore. and Hall started painting as much as he could.

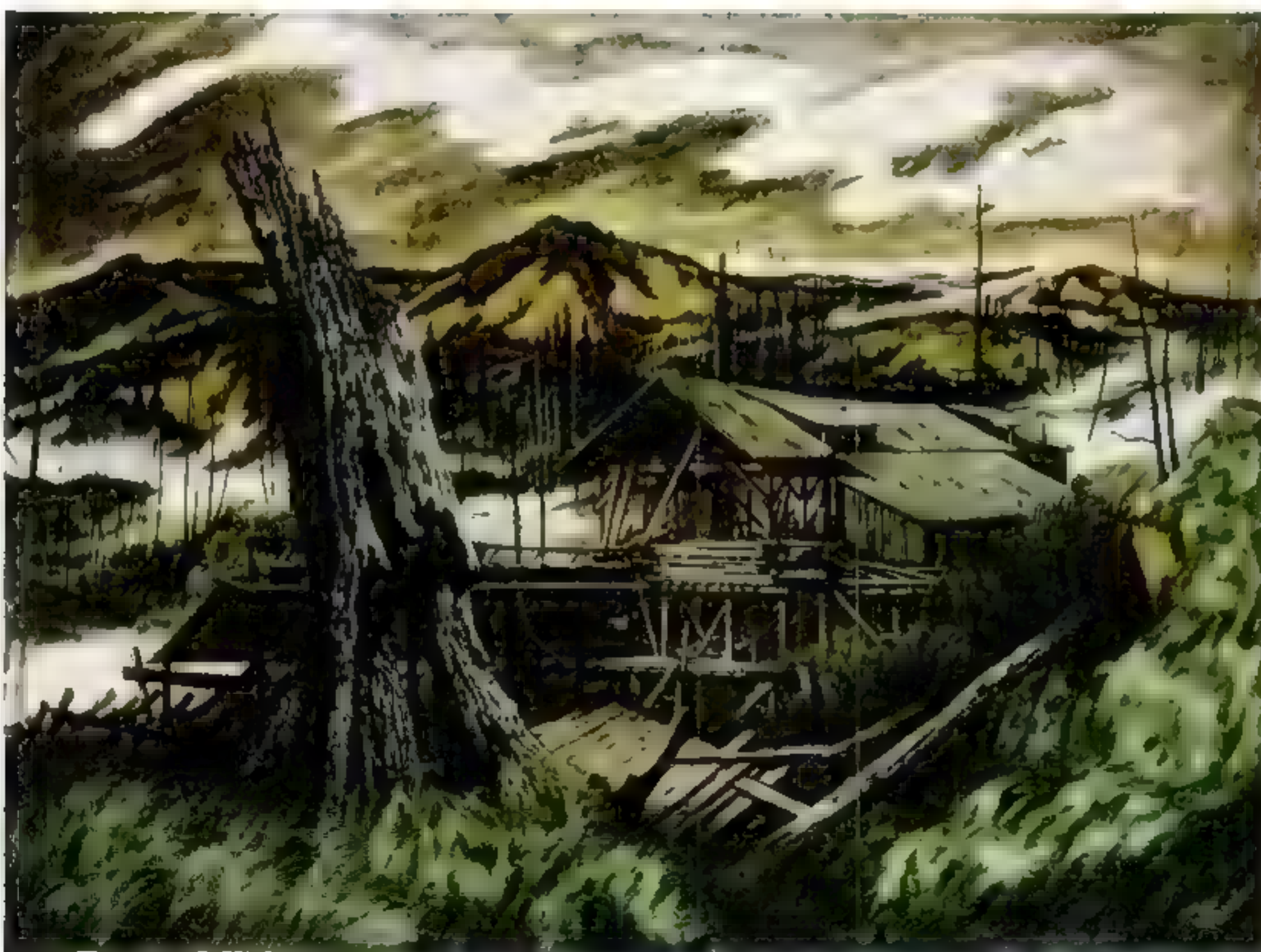
This winter, when Hall's first batch of Oregon pictures were shown at New York's Julien Levy Gallery, he was called "a magic realist." At the age of 23 he was acclaimed one of the ablest and most vigorous of young U.S. artists. Hall paints the details of log piles, mossy rocks, rivers and mountains of Oregon with careful realism. But over his scenes, the critics feel he casts a "magic spell" which reflects his own mystical feeling for nature.

Because Carl Hall's art has not brought him much money yet, he has been working as a part-time frame maker in a department store while his wife, Phyllis, works as a secretary. But he saves every spare minute, he says, to look all over the place, following roads, streams, rivers, paths, trails wherever they may lead.



**SKETCHING** for paintings like *Foxglove* (opposite page), Carl Hall concentrates on some tree stump.





**MORNING WREATH** shows the heavy white mists that envelop the spectacular countryside of northwest Oregon where Carl Hall painted this scene. Here, he says, he tried to capture the feeling of slowly moving mist which drifts in "ominous shapes, leaving masses of fir trees like dark forbidding ships at anchor."

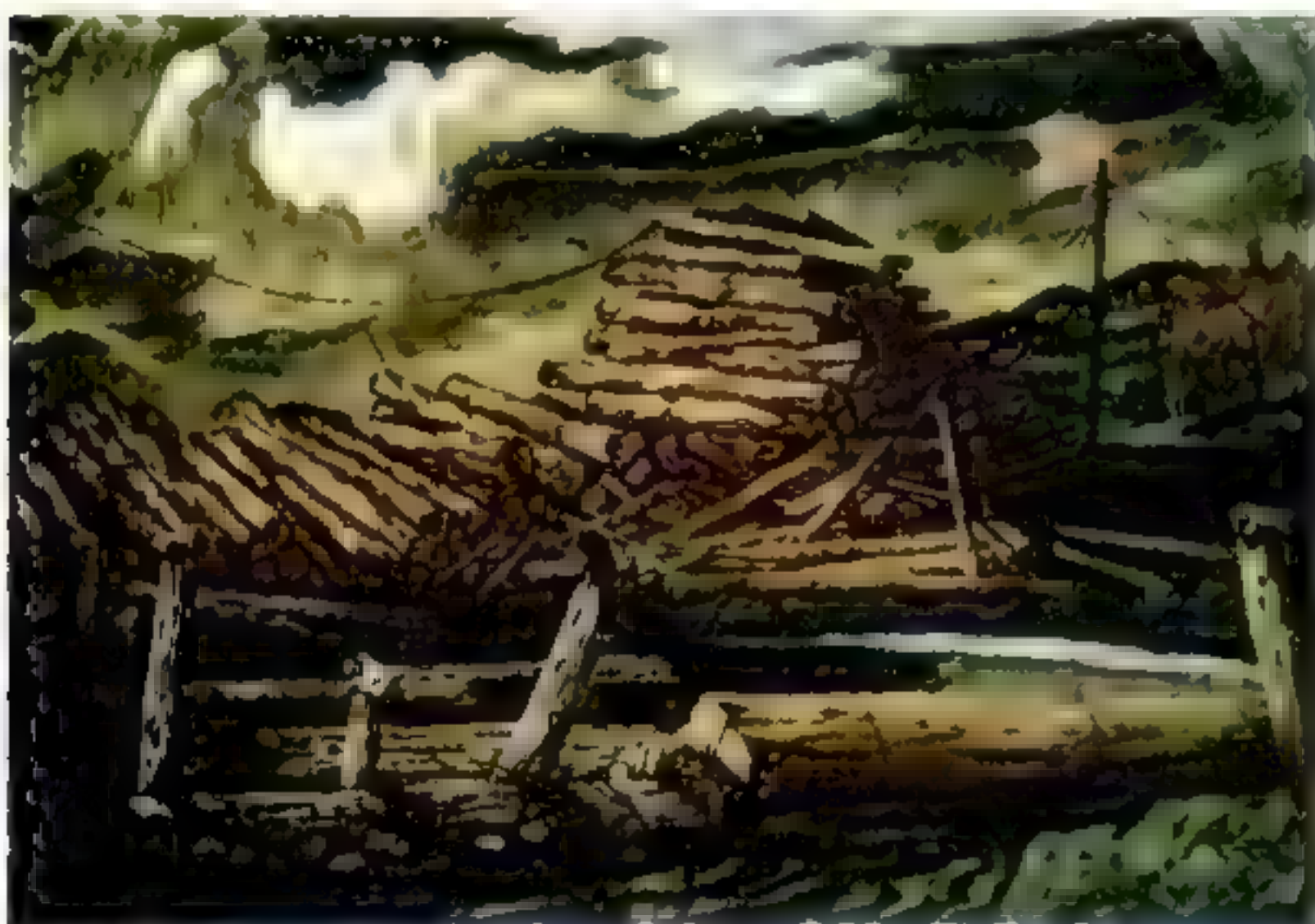
**EXODUS** portrays an abandoned lumber mill and a section of devastated forest in Oregon, a common sight in this rich timberland country. Hall considers his painting an "editorial on wasteful greed," which leaves only thick blankets of bracken and burnt land where there had once been a lush virgin forest.

CONTINUED ON NEXT PAGE





**MOON DANCE**—a tree stump outlined against a brooding moonlit sky—was a scene Artist Hall came upon during one of his nocturnal hikes. Area in the background is wheat field.



**THE FOREST** is one of the few scenes which Hall painted without rearranging the subject for dramatic and romantic effect. Here logs are piled ready for shipment to a lumber mill.



**ETERNITY** was painted by Carl Hall in 1946 when he was traveling to Oregon in a trailer. He says that such raw protruding rock formations make him realize how "temporary" man is.







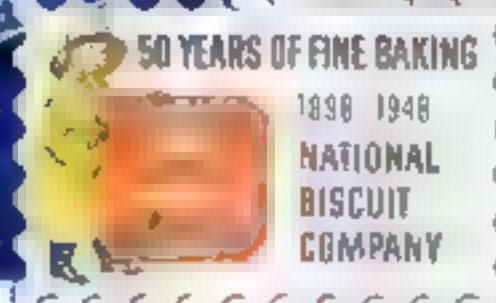
**KITES** expresses moods Hall felt at finding himself a civilian after he was discharged from the Army. The sheets of paper blowing across field in foreground






are symbols of his restlessness. The permanent things of life in which he sees the "real" values are expressed by the man working and by children flying kites.



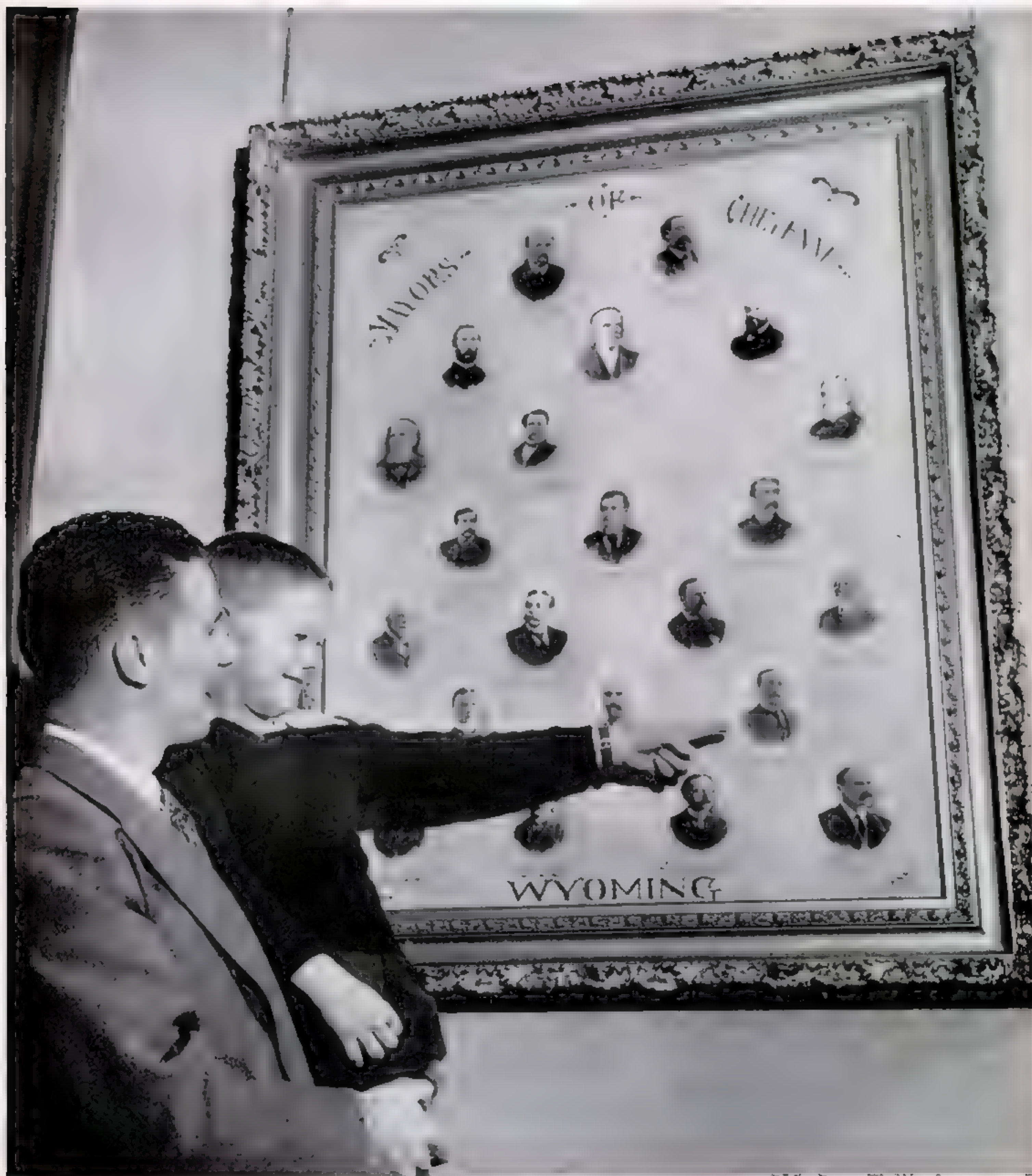
# Best call for Breakfast!

*IT'S VALUE-FULL...FLAVOR-FULL NATURAL WHOLE WHEAT*



HERE'S A BREAKFAST THAT GIVES YOU MORE FOR YOUR MONEY ...NABISCO SHREDDED WHEAT... A GLORIOUS  
GOLDEN MEALFUL  OF FLAVORFUL WHOLE WHEAT...FULL-PACKED WITH THE HEARTY WHOLESOME  NOURISHMENT  
YOUR FAMILY NEEDS... A BREAKFAST  THAT REALLY STAYS BY YOU... JUST AS NOURISHING AS A  
HOT CEREAL  THAT'S NABISCO SHREDDED WHEAT...YOUR BEST BUY FOR TOMORROW'S BREAKFAST.





WITH HIS 6-YEAR-OLD SON THE YOUNGEST MAYOR IN CHEYENNE'S 80-YEAR HISTORY TAKES AN AMUSED LOOK AT SOME OF HIS CRUSTY, BEARDED PREDECESSORS

## BRAKEMAN-MAYOR

He works five days for Cheyenne  
plus one for the Union Pacific

Last fall when the voters of Cheyenne, Wyo. (pop. 35,000) turned out to select a mayor they could choose between a stodgy campaign-wire incumbent and a brisk, 31-year-old veteran named Benjamin G. Nelson, of whom almost no one had ever heard. To everyone's surprise Nelson won by a neat 1,118 votes. The politicians took another look at the man who beat them, found that he combined the three important political assets shown

on next page. He also has curly hair and a dunce.

No one was quite so startled by his election as Nelson himself. Quickly deciding that his salary as mayor (\$250 a month) would not be enough, he arranged to keep his old job on a part-time basis. Now, one day a week the mayor of Cheyenne steps cut from behind his desk, dons a blue serge uniform and goes down to the yards to earn an extra \$150 a month as a brakeman on the Union Pacific.





you'll enjoy

**CORONET**

brandy highball...

because Coronet is lighter...

cleaner-tasting...

with soda, ginger ale,

or cola

California grape brandy 84 proof. Schenley Distillers Corp., New York City

© 1949 SCHENLEY DISTILLERS CORP.

A Schenley Mark of Merit Product

## Brakeman-Mayor CONTINUED



**AS BRAKEMAN,** Nelson gives highball to engineer to start run. Occupation won him support of railroad brotherhoods, biggest labor group in Cheyenne.



**AS FAMILY MAN,** Nelson reads Sunday funnies to his son and his daughter. Good home background plus regular church attendance got him many votes.



**AS AVIATOR,** Nelson is a captain in National Guard squadron, flies a P-51 (above) on Sunday afternoons. His Air Force record in war won veterans' vote.



All kinds of folks, for all kinds of reasons, say -

# "The best laundry yet is LAUNDERETTE"



Can you recognize them?

## 1 A NEWLYWED

"My husband's a veteran. We live with my folks and don't like to bother them with our laundry problems. So we take our wash to Launderette. The cost is low, and it's ready 30 minutes later."

## 2 A HUSBAND

"I can take the laundry down to Launderette and save my wife a lot of work. I don't feel a bit embarrassed either. Lots of men around here do the same thing. We chin, play cards. It's fun!"

## 3 A MOTHER OF FOUR

"Washday has always been a headache with four small children, one a new baby. Now I take the laundry to Launderette, use four or five Bendix washers at once. It's all washed in 30 minutes!"

## 4 A HOUSEWIFE

"It used to nearly break my back, bending over the tubs in the basement. Now I let the Bendix washers do the work while I sit and chat with the neighbors. I've got back my sunny disposition!"

## 5 A WORKING WIFE

"After working eight hours and then doing our washing by hand, which took five hours, well, I wasn't much of a companion to my husband. Launderette saved our marriage!"

## 6 A BUSINESS GIRL

"I haven't time to do my own laundry. I use Launderette and get my wash back the same day. That way I have more frequent changes. My things don't wear out as fast - and don't get lost!"

## 7 A DOCTOR'S WIFE

"I'm lucky. I have a maid. But washday used to tie up two days of her time. Now I take the laundry to Launderette, and the week's wash is done in 30 minutes. The one near me is very pleasant."

## 8 A VETERAN

"I'm a student and don't have much time, space or money. My wife's a student, too. We take turns visiting Launderette. We save money, and our laundry is ready the same day!"

Compare "Launderette" with any other laundry method or store!

The trademark "Launderette" identifies the original automatic, self-service individually-owned laundry store—pledged to observe the high standards of service and sanitation of the Telecoin Self Service System. Do not confuse it with other self-service laundry stores. Launderette stores serve more people in more places than any other laundry service. Be SURE you take your laundry to a Launderette.

Only LAUNDERETTE gives TELECOIN Certified SERVICE



For information on how to start a self-service business of your own, write nearest TELECOIN CORP. office: NEW YORK CITY, 12 East 44th St. • ATLANTA, 36 Fifth St. • DALLAS, Santa Fe Bldg. CHICAGO, 1601 S. Michigan Ave. • or Pacific Telecoin Corp., 35 Polk St., SAN FRANCISCO

Now! B.O.T.M.\*  
a new "Launderette" exclusive!

Another reason for choosing and using Launderette! Here's your chance to purchase desirable merchandise that represents a terrific value! Each month we turn up the best buy in that month. You learn about them at your Launderette... then, order by mail. This month's buy... BROADWAY FASHION DRESSES. Smart as can be, they're priced right—than-right (start at \$5.98). And satisfaction is guaranteed! Ask attendant for catalog.

\*"LAUNDERETTE STORES' BUY-OF-THE-MONTH"

©TELECOIN CORP.



*Little white kittens...so silky soft...*

# S-S-Soft as

***"Sofskin Cream best,"  
say beauty salon experts 2 to 1***

No matter what hand cream or lotion you've ever tried . . . *now* it's Sofskin-time! Use Sofskin Cream...you'll see why beauty salon experts preferred it 2 to 1 over any other hand cream in recent nationwide survey!

Luscious, snowy-white, new Sofskin Cream is a joy to use. Sticky?...no! Greasy?...no! Effective?...yes! Brings about a lightning change in the looks of your hands. Smoother, whiter, softer . . . S-S-soft as a kitten!



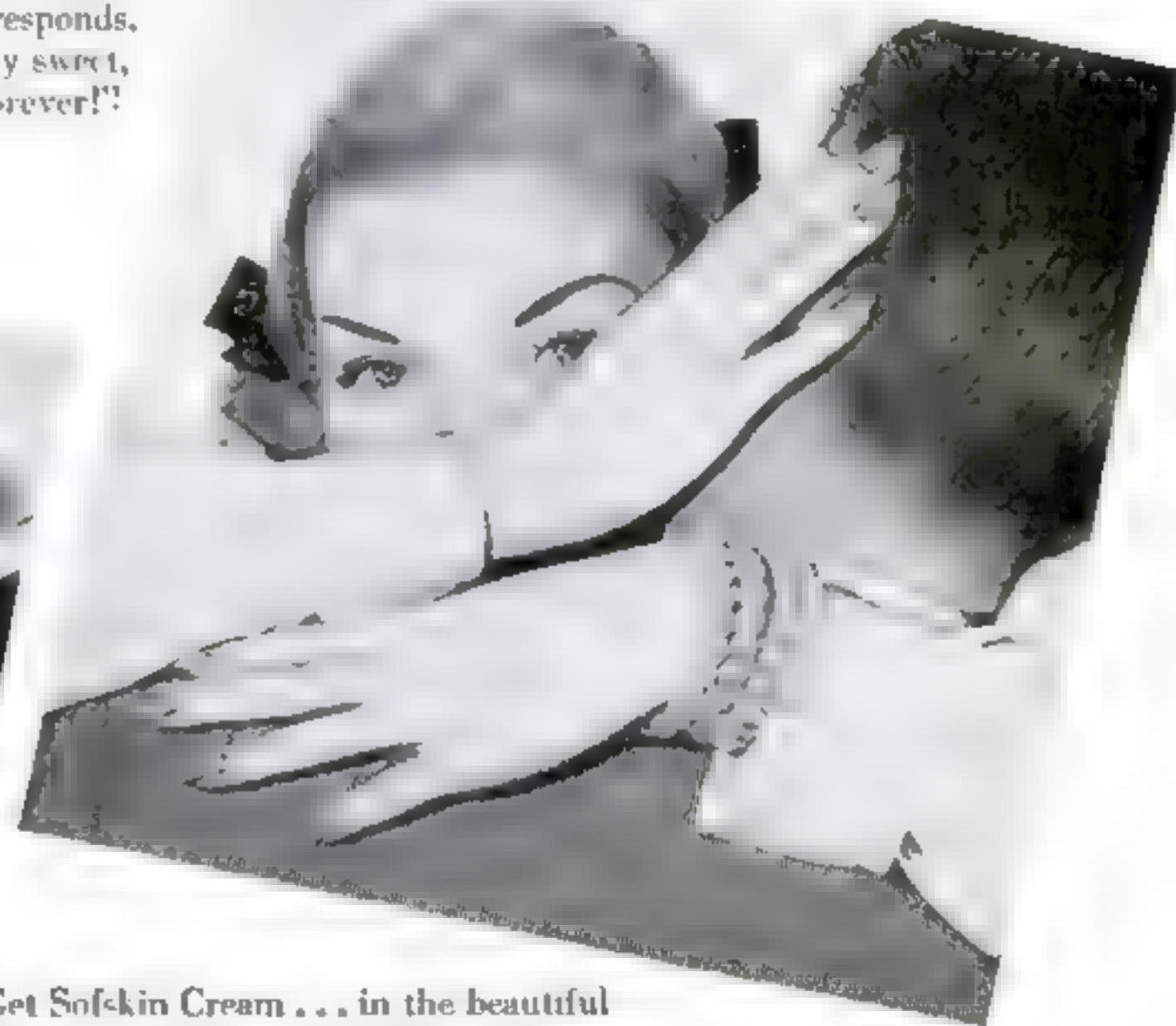


# 'Sofskin' Hands

*Change your Dryskin Hands into  
'Sofskin' Hands in 32 seconds by the clock!*

You can *feel* Sofskin Cream go to work . . . softening, smoothing, creaming away skin-dryness. *In 32 seconds* your Dryskin Hands are 'Sofskin' Hands . . . smoother to look at, softer to hold! A mollescent-action cream, Sofskin helps offset soapy-water roughness . . . hard-water dryness. Try Sofskin Cream—and notice how even the first application does good. It's a jarful of wonder-cream . . . a jarful of lovelier 'Sofskin' Hands for you!

He feels the caress of her 'Sof-skin' Hands  
... and suddenly his heart responds,  
"There's love in your hands, my sweet,  
and it's all for me ... forever!"

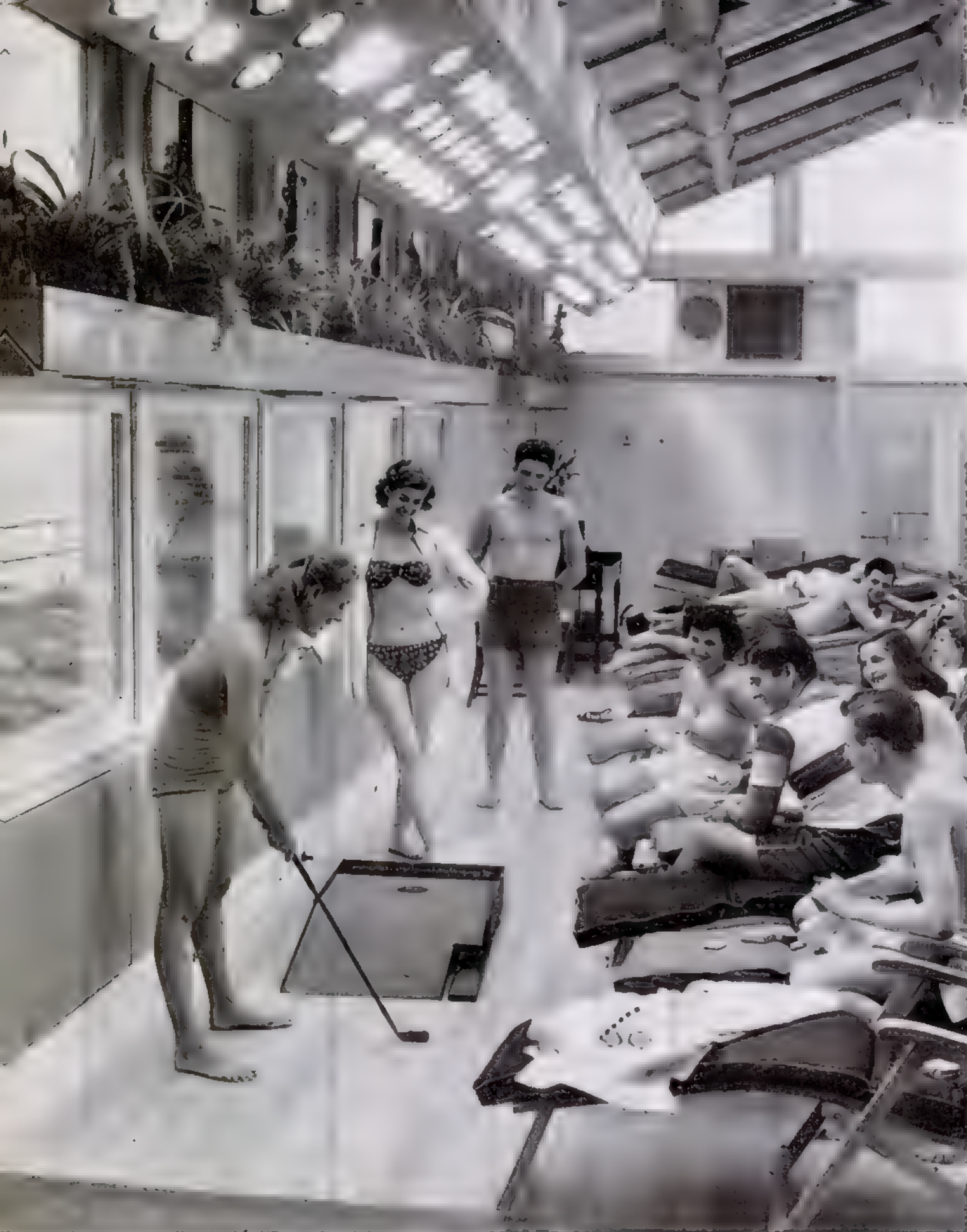


Get Sof-skin Cream . . . in the beautiful black-and-gold jars . . . at drug and cosmetic counters. Try it . . . use it . . . love it. It's the biggest news in hand care in years and years and years!

*Softens, smooths your Dryskin Hands!*

**Sofskin**  
Reg. U.S. Pat. Off. **CREME**





**IN ROOFTOP SOLARIUM** Gaby Bouché (in French-style bathing suit) watches a fellow guest play miniature golf. Tropical atmosphere is created by 100 reflector lamps

set into ceiling plus an assortment of vines and plants. The lamps are carefully arranged in groups of varying intensity so that guests can acquire any shade of tan they desire.





**ON THE BOARDWALK** Gaby takes a sightseeing ride in one of Atlantic City's famous rolling chairs. Later she walked for exercise, ate saltwater taffy.

## ATLANTIC CITY WEEKEND

A self-imported "French" model relaxes under artificial sun from the strain of a busy career

Although Gaby Bouché (pronounced boo-shay) was born in Bar Harbor, Maine 21 years ago, she was taken to France when she was 6 weeks old and grew up abroad. Two years ago, back in the U.S., she went to work as a model. She was not very successful. Then Gaby got a good idea. She would go back to France and pose for Paris magazines—as a glamorous American model. While there Gaby practiced a sultry Continental look (cover), brushed up her accent and acquired a fashionable aversion to American men. With these assets she returned to renew her U.S. career—as a famous French model. The switch has worked almost too well, for she now finds herself so busy taking orders from temperamental photographers that at the end of each week she is exhausted. To rest up from this schedule Gaby took a weekend in Atlantic City, where she napped and played under the sun lamps of a new solarium atop the Hotel Senator (left). Then refreshed and tanned almost all over because of her tiny French bathing suit, she went back to New York ready to act more French than ever.



**STILL HALF ASLEEP** Gaby orders light breakfast of coffee and rolls. She slept in the nude and relaxed before her bedtime, knitting and reading classics.

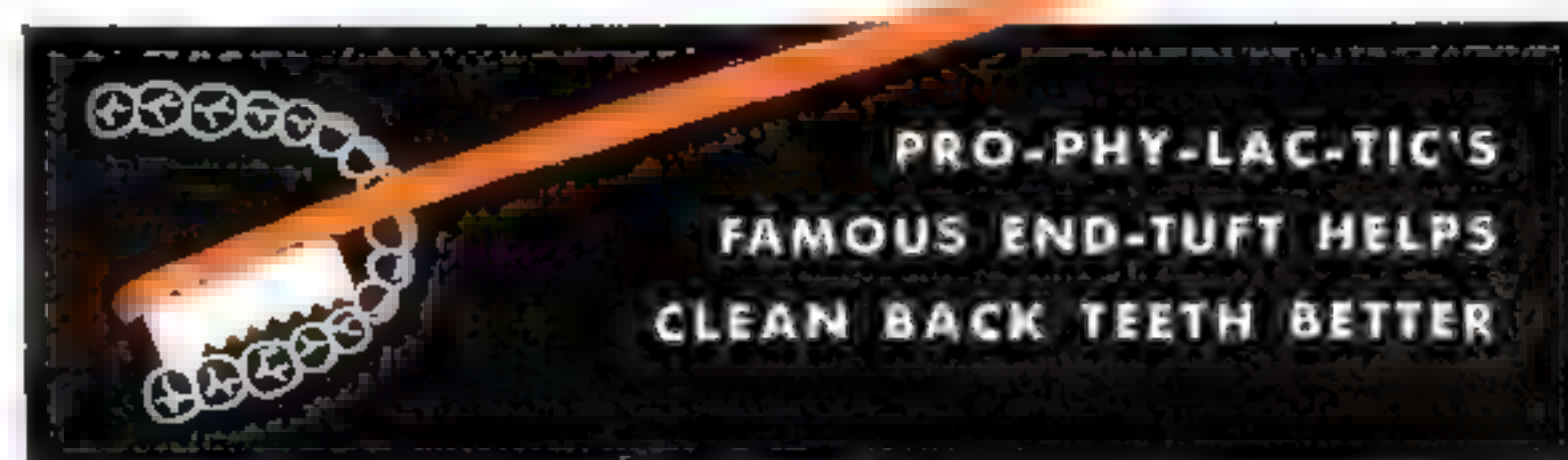
CONTINUED ON NEXT PAGE

# NATION-WIDE SALE!



When you buy a Pro-phy-lac-tic Nylon Tooth Brush you get superior quality. When you can buy *two* Pro-phy-lac-tic Nylon Tooth Brushes for only 39¢ it's too good a value to pass up! These sturdy nylon bristles are anchored in tough plastic so they won't come out in your mouth. And Pro-phy-lac-tic's end-tuft design makes it far easier to clean in between back teeth. Stock up now with Pro-phy-lac-tic Nylon Tooth Brushes for the whole family. This offer is also available in the famous Masco Professional Style Tooth Brush with straight bristle trim.

PRO-PHY-LAC-TIC BRUSH COMPANY, Florence, Massachusetts





# Queen Quality

## SHOES



*Tulip*

### SPRINGTIME SERENADE

by Queen Quality



*Du Bon*



*Guaipao*

Queen Quality is a song . . . a song of lilting lovely feet . . . yours, of course. Queen Quality is a song of values in matchless footwear . . . thrilling values you'll treasure and get so many months of pleasure from.

\$1095 • \$1195 • \$1295



QUEEN QUALITY SHOE CO. • DIV INTERNATIONAL SHOE COMPANY • ST LOUIS

Atlantic City Weekend CONTINUED



**AT SUNROOM BAR** Gaby sips some fruit juice to help along her short rest cure. Temperature in room is 85°, but it is restful after long week of hard work.



**AFTER DINNER** hotel guests treat Gaby to coffee and liqueur. She prefers European men to Americans because she thinks they know better how to relax.



# Coty presents Pastel-Tint

*new type, quick make-up base*

Flawless, flashing beauty... swiftly yours! See a startling

change in yourself to the tender colors of a pastel portrait,

*instantly* applied with the fingertips... anywhere...

any time... in any climate... any weather.

*easily* smoothed on any skin... easy to retouch or

refresh... easy to carry. No dryness, no shine, no streaks.

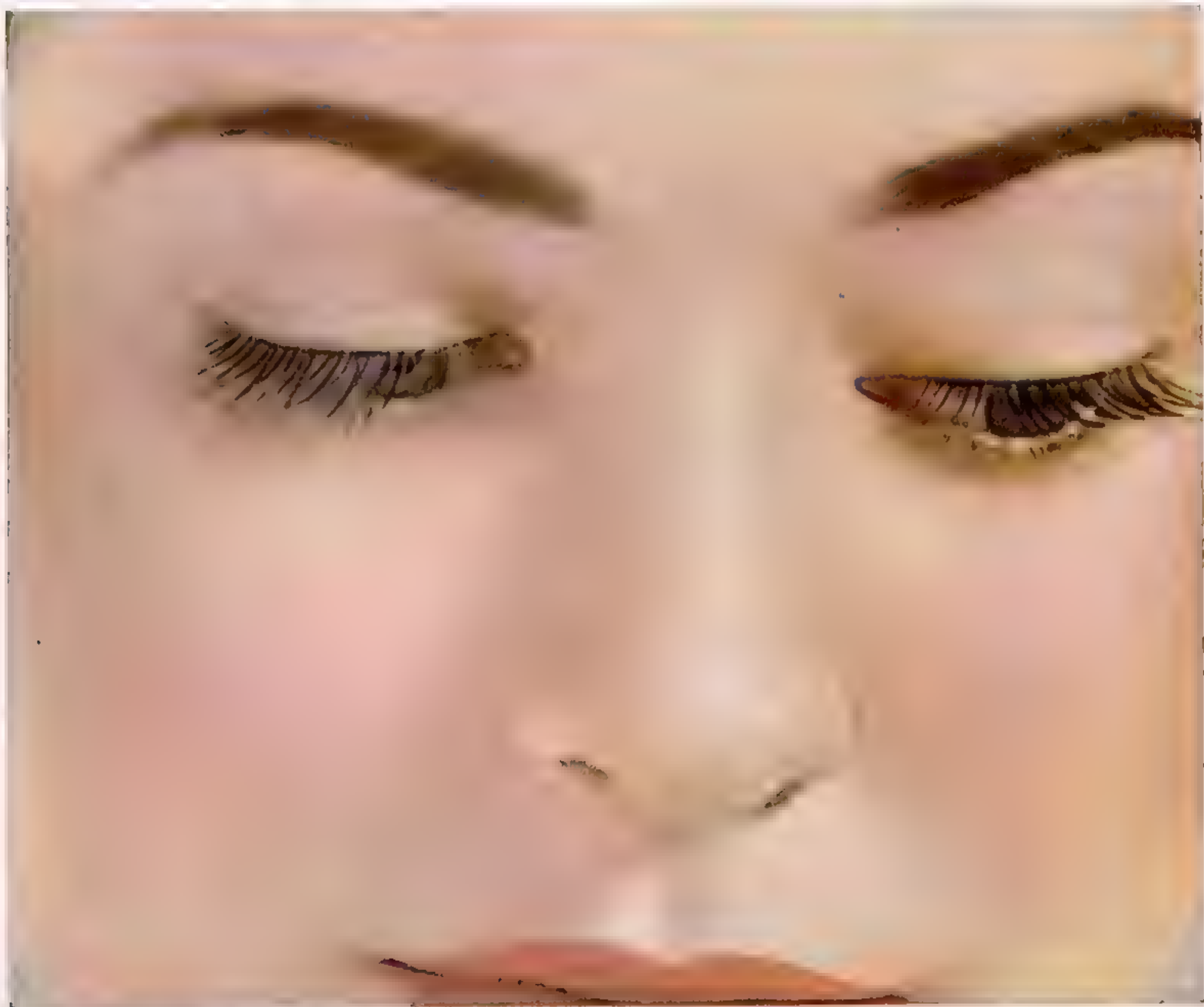
*constantly* at your service, right in your purse... to

keep you looking fresh and glowing.



Light  
Medium  
Dark  
'brant'

In streamlined Purse Compact \$1.50 (plus tax)







*There's only one Welch's...  
for better fruit juices,  
jams, jellies  
and preserves...  
famous since 1869*





TWO DANCERS OF THE RHYTHMIC CHOIR OF HANOVER, N.H. SPREAD THEIR ARMS TO FORM A LIVING CROSS BEHIND PULPIT OF THE CONGREGATIONAL CHURCH

## CHURCH DANCERS

Girls interpret hymns and psalms for a New England congregation

Every year at this time the high-school girls of Hanover, N.H. come to the town's white brick Congregational Church in the evenings, take off their shoes and dance barefooted behind the pulpit. As the church's minister reads Bible psalms and stories aloud, the girls swirl around the chancel, interpreting his words in graceful motions. They are practicing for their annual spring performance, the dance festival of the church's Rhythmic Choir.

The dancing choir girls were first brought together eight years ago by the minister's wife, Mrs. Chester Fisk, who believes that choirs should return to their original Christian purpose: to dance while singing. First in Chicago and now in New England, Mrs. Fisk has moved cautiously in face of the feeling that a church is no place for dancing. But Hanover has accepted the idea as quite proper and has become rather proud of its Rhythmic Choir.



Church Dancers CONTINUED

BY APPOINTMENT SCOTCH WHISKY DISTILLERS  
TO H. M. KING GEORGE VI • W.M. SANDERSON & SON, LTD.



# VAT 69

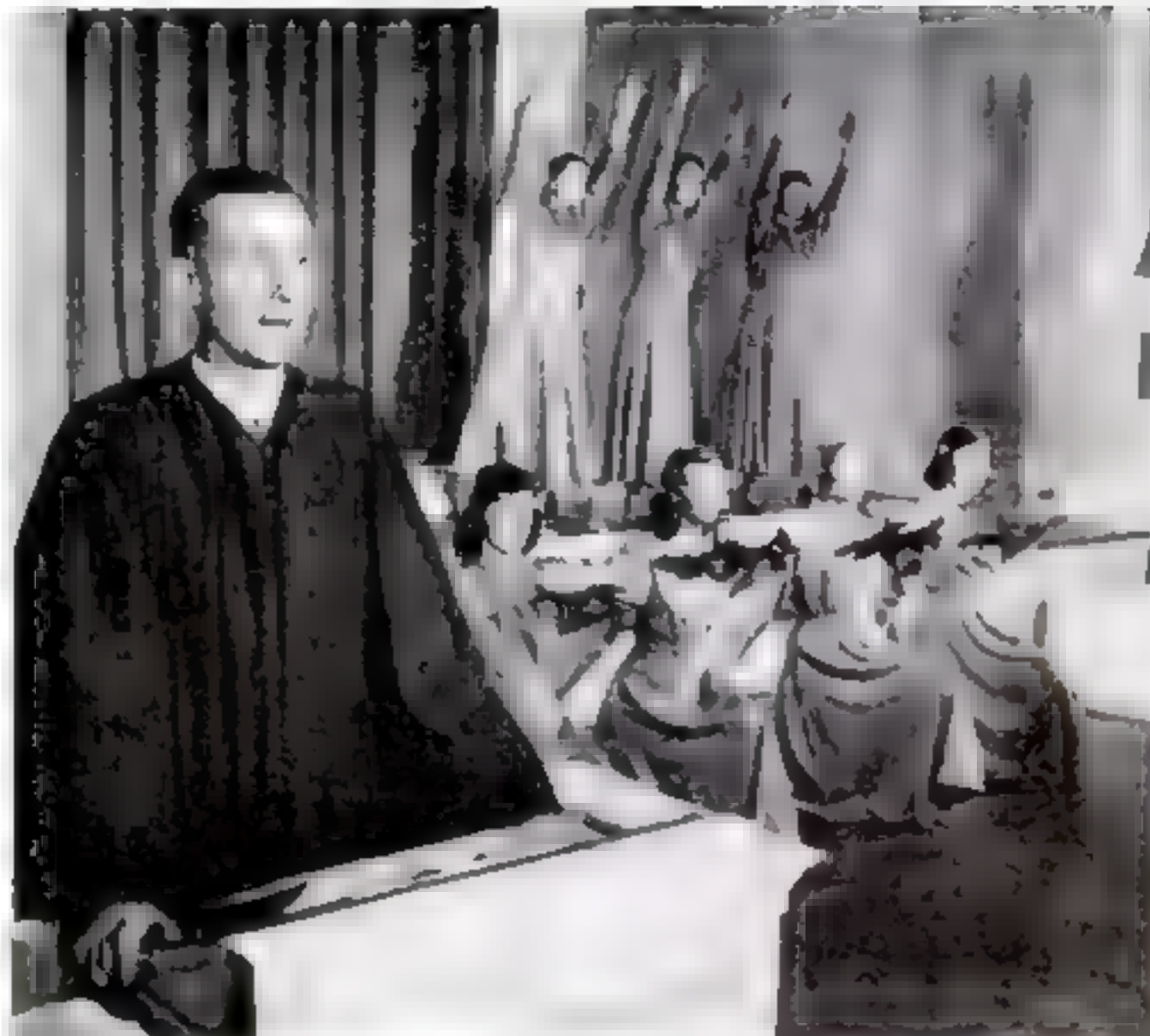
From Scotland  
to every corner  
of the world



—preferred  
the world over  
—

*"Quality Tells"*

PARK & TILFORD IMPORT CORP., NEW YORK  
BLENDED SCOTCH WHISKY • 86.8 PROOF



**MINISTER READS** from the Bible as diners—some by kneeling down and some by stretching arms, illustrate his text. Putbold's servant takes a nap.



**THE PRODIGAL SON** is enacted by a Dartmouth student who is enticed by four dancers representing vices into which, according to the story, he fell.



**MINISTER'S WIFE** teaches girls how to interpret part of hymn *My Faith Looks Up to Thee*. In performance another choir sings while this one dances.




## LOOK YOUR BEST WEAR BEE HATS



\$5.00  
TO  
\$7.50  
FINE QUALITY  
FUR FELTS

**BEE HAT COMPANY**  
1821 Washington Ave. • St. Louis 1, Mo.



## Roblee

WHY FOR MEN

### SPRING ROUNDUP



MARCH 13  
TO  
APRIL 10

New  
spring  
styles  
all "rounded up"

at your Roblee dealer's  
Roblee Division, Brown Shoe Company, St. Louis

CONTINUED ON PAGE 101



# This is a campaign to decide the **DESTINY** of a whole people!

**A**T 5:35 P. M., SATURDAY, NOVEMBER 29, 1947, a 2,000-year-old dream came true.

What had been only prayers on lips and words in books is now fulfilled. At last, the United Nations voted to create an Independent Jewish State. Now, after twenty long centuries, the Jewish people of Palestine have the right to determine their own fate . . . work out their own destiny.

If we do what must be done, the Palestine resolution will rank with the Bill of Rights and the Magna Carta in man's long march to freedom and justice.

If we fail, we make a mockery of our six million dead. If we hold back or give only lip service, future generations may be damned to homelessness and misery.

We must ratify the Palestine resolution. With courage . . .

with work . . . *with money!* We must lift up our stricken brothers.

We must be ready, as the gates swing open in DP camps in Europe and Cyprus. In Palestine, we must be ready with food, medicines, clothing, schools, hospitals—everything. And we must be ready in other friendly lands of haven.

The destiny of a people is at stake. Whether a new nation will live or die depends on your giving.

Your dollars will decide whether this new nation will survive . . . or whether the United Nations' decision will become just a handful of high sounding phrases to mock us for time eternal.

The eyes of the world are on us. This is our greatest hour.

You are writing history. Write it BIG—as big as this dream come true.

**1948 Destiny Campaign — for \$250,000,000 minimum**

#### **WHAT MUST BE DONE IN 1948 . . .**

1. Supplementary aid for 250,000 displaced Jews in Germany, Austria, Italy and Cyprus.
2. Relief, rehabilitation, and reconstruction for one million Jews in Eastern and Western Europe.
3. Immigration and reception in Palestine of 75,000 homeless Jews, including 24,000 children.
4. Housing, retraining and settlement for the newcomers in Palestine.
5. Reception and adjustment of 25,000 refugees who will enter the United States in 1948.

## **UNITED JEWISH APPEAL**

For the Relief, Rehabilitation and Resettlement Programs of  
Joint Distribution Committee, United Palestine Appeal and United Service for New Americans

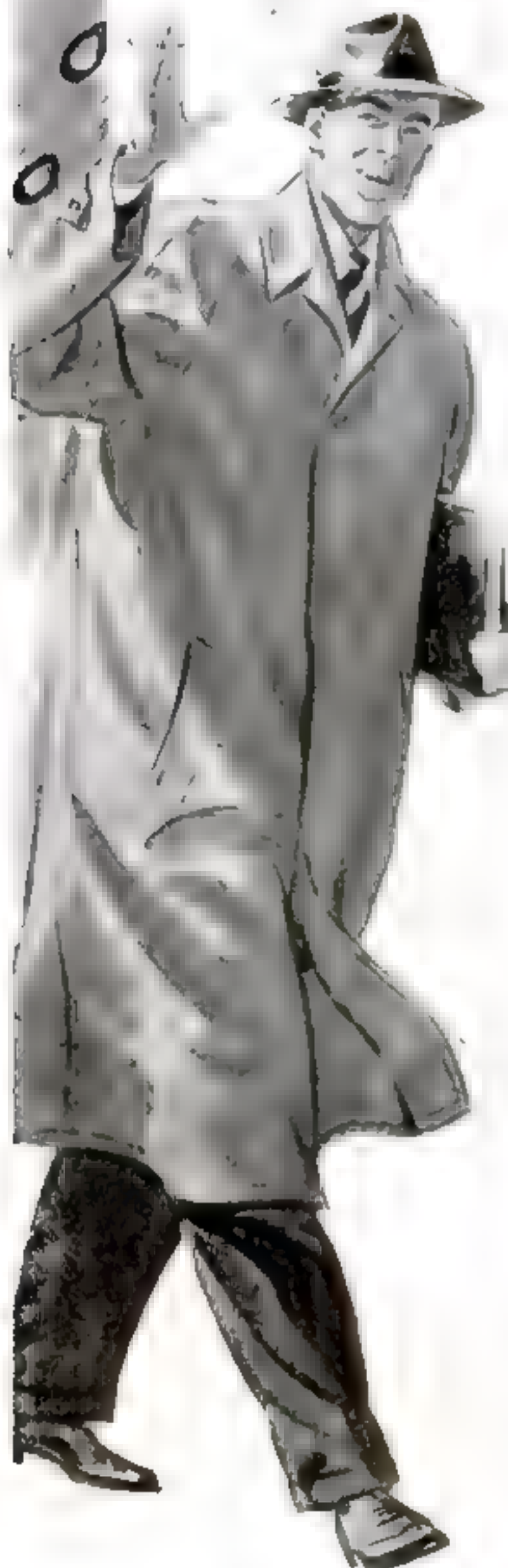
165 West 46th Street, New York 19, New York

*Henry Morgenthau, Jr., General Chairman*



*It's an*  
**ALLIGATOR**  
BEST NAME IN RAINWEAR

**BEST for RAIN!**  
**BEST for STYLE!**  
**BEST for VALUE!**



Surveys show—owners *know*—it's Alligator first in the rain! Smartly styled, impeccably tailored—yours in either water repellent or waterproof fabrics, exclusively processed for outstanding performance and long, smart wear! Get your Alligator today. The best name, the best value in rainwear!

**Better Dealers Feature:**

**ALLIGATOR**  
*Rainwear*

because...IT'S SURE TO RAIN!

The Alligator Company, St. Louis • New York • Los Angeles

Church Dancers CONTINUED

## GIRLS INTERPRET 27TH PSALM



"WHOM SHALL I FEAR?" a line from the 27th Psalm brings two lines of dancers together with arm movements which show they scorn their enemies.



"IN THE COVERT of his tabernacle will he help me," is enacted by circle of girls representing tabernacle while Noradel Truxal, 16, kneels in center.



"I SHALL BE LIFTED up above mine enemies" is shown as Noradel rises. These tunes are bought with money from square dances in church basement.

**NEWS FROM  
HOLLYWOOD...**

for  
**FALSE TEETH  
WEARERS!**

**8 OUT OF 10 SCREEN  
PLAYERS WHO TESTED  
NEW COLEO PREFER IT!**



**NEW COLEO CLEANS  
FALSE TEETH  
*Really Clean!***

Million-dollar Hollywood smiles often mean costly plates and dentures. Coleo's new ingredient that 'fizzes' away film and surface stain in minutes made a big hit! No brushing. False teeth *gleam*. The taste is fresh, delightful. No danger of offensive breath from dentures. Nor does it fade them. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.

**NEW "FIZZ" TYPE  
CLEANSER FOR  
FALSE TEETH**



here's the *Hidden Secret*  
of soft, natural-looking waves



**GABRIELEEN**

*with Adepsol*

**COLD WAVE PERMANENT**

Gabrieleen with Adepsol can assure your permanent being deep, springy yet soft... and shining with highlights. For Gabrieleen is the professional cold wave... behind the millions of beautiful long-lasting Gabrieleen waves are the skilled hands of your operator. Discover this lovelier permanent for every hair-type; at your beauty salon insist on genuine Gabrieleen for your next permanent.

*Distributed by*

**GIBBS & COMPANY  
CHICAGO, ILL.**

World's Largest Manufacturers and Distributors of Beauty Shop Supplies and Equipment



90 years of fine whiskey-making makes this whiskey good!



*It's good to know...*

**IMPERIAL** *is made by Hiram Walker*

Reg. U.S. Pat. Off.

86 proof Blended Whiskey. The straight whiskies in this product are 4 years or more old.  
30% straight whiskey, 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Illinois.







## *Good things happen over Coffee...*

When young love's fondest dreams unfold,  
They're more than attic walls can hold—

And coffee's there beside their dreams,  
To add its warmth to love's best schemes—

For coffee's hearty zest endears  
Good things that happen through the years,

And it belongs where helpmates are  
While they're reaching for a star.



Some say iced,  
Some say hot,  
But all say it's nice  
To get what coffee's got!



Look for this Seal of Recommendation on the coffee maker you buy. It means coffee experts recommend it for getting the most in flavor, clarity and aroma from the coffee you use.

Always keep coffee maker clean.

For each 6 oz. cup of water, use one Standard

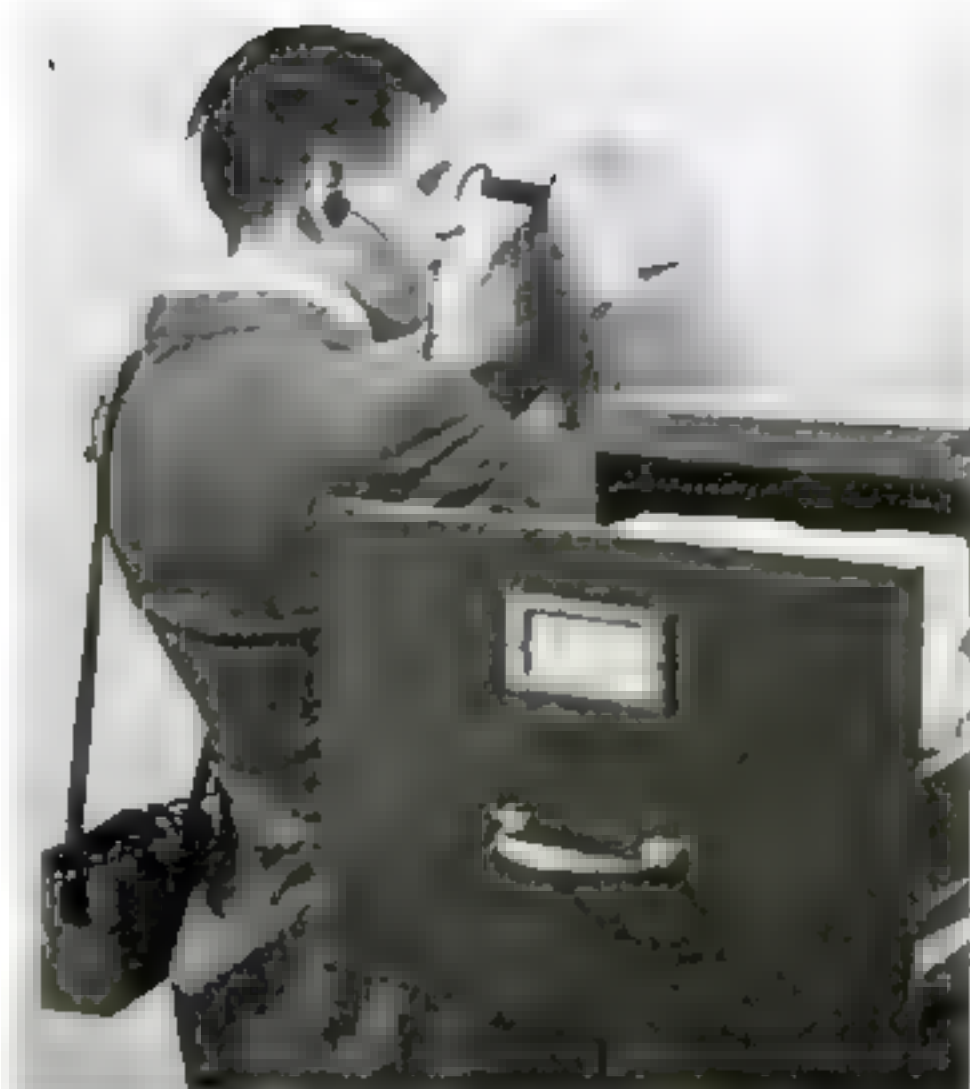
Measure of coffee. If your store doesn't have the Standard Coffee Measure illustrated, send 10¢ (to cover mailing and packing costs) to Pan-American Coffee Bureau, P. O. Box 78, New York 8, N. Y. You can also get the booklet, "Coffee Brewing". It gives complete directions on how to brew coffee by all brewing methods.

PAN-AMERICAN COFFEE BUREAU

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Mexico • Venezuela

With the cooperation of the NATIONAL COFFEE ASSOCIATION





BLIND WORKER "READS" AN INVOICE WITH STYLUS

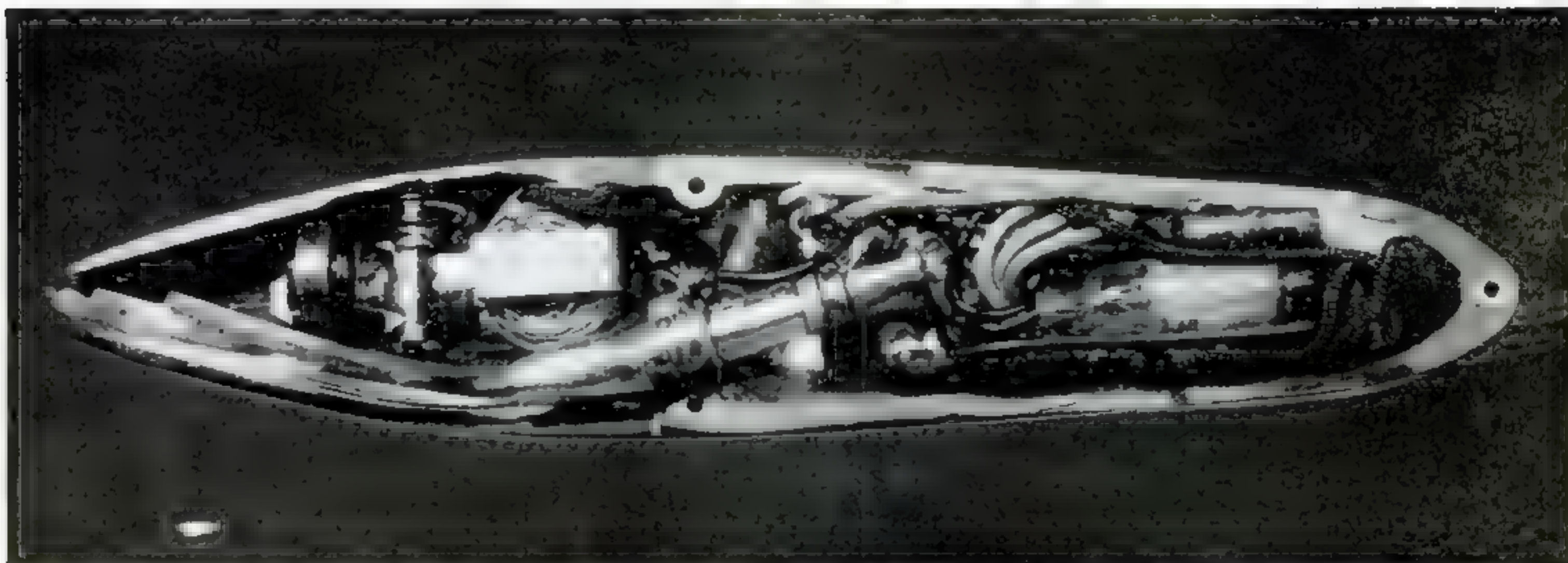
## AIDS FOR THE BLIND

New devices enable the sightless to read printed pages and graphs

To the sightless people of the world, the small stylus-like device at right may be the key to a new and fuller life. Known as a "reading pencil," the device shines a slender beam of light on printed letters and then electronically translates the reflected patterns into characteristic sounds which a blind person can learn to identify. In scanning a page, the "reader" may use a guide to keep the stylus on the right line, but with practice he can tell by a change in tone when pencil is moving off its path. The reading pencil is one of three experimental machines developed for the Veterans Administration to enable the blind and near blind to read ordinary print. Instead of being limited to the selection of writings now available in braille (for those who can read it), the blind will be able to read anything, even charts and blueprints. The value of these three new instruments is proved, but they are still very far from perfect. Much more research is needed before they can be made available to the country's quarter of a million blind people.



HOLDING STYLUS LIKE A FOUNTAIN PEN, BLIND MAN READS BY SCANNING PAGE WITH BEAM OF LIGHT



**READING PENCIL**, designed by RCA, is a small plastic cylinder crammed with electronic equipment and connected through an amplifier to an earpiece of the kind

used in hearing aids. The light from the stylus, reflected differently from different letters, is converted into a series of sounds which blind people can learn to distinguish.



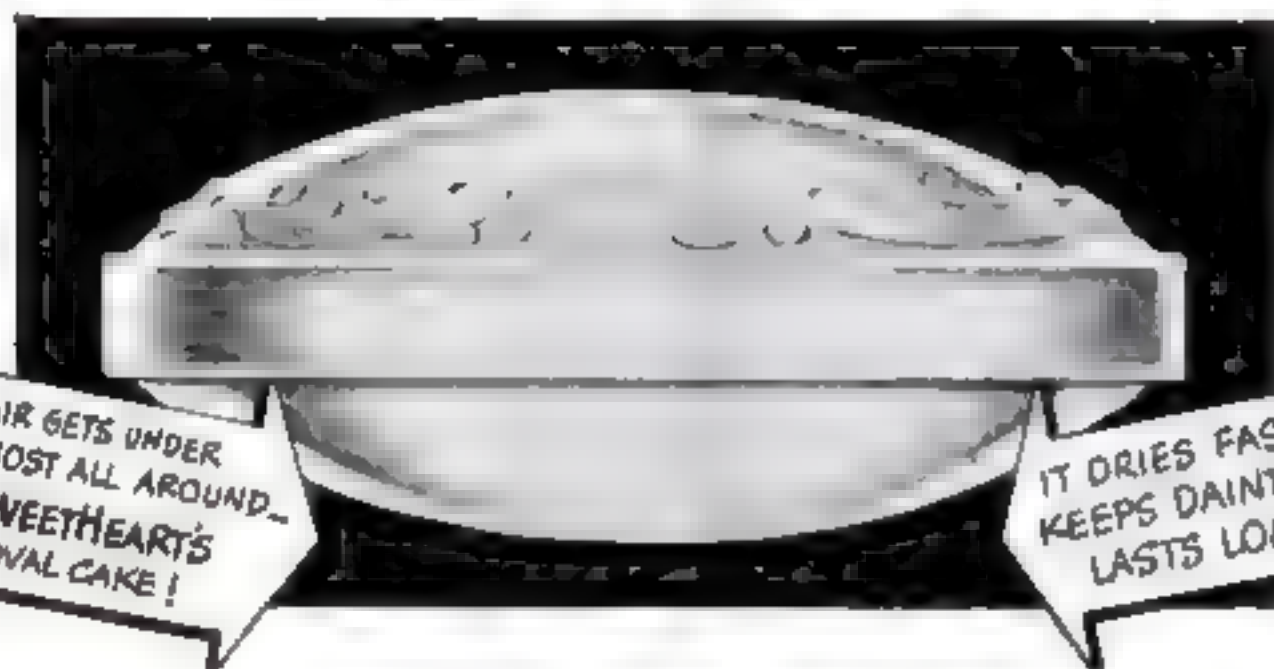
# Why Pay For Soap You Never Use?

SWITCH FROM ORDINARY FLAT BAR SOAPS TO THIS

**STREAMLINED OVAL CAKE**

THAT DRIES FASTER—HELPS AVOID WASTEFUL

"SOAP-DISH JELLY"



● If you use ordinary flat soaps that melt into "soap dish jelly," you're wasting soap. Wasting it just as surely as if you shaved it off with a knife and washed it down the drain.

For you can't use "soap dish jelly." Yet you pay for it.

But there is a beauty soap that helps you avoid this messy, ugly, wasteful "soap dish jelly." A pure, mild beauty soap that countless thousands prefer because it's streamlined to dry faster, stay daintier, save money.

And that is oval-cake SweetHeart

Soap. Just a glance will tell you that SweetHeart's oval cake allows air to get under, almost all around it. Thus it's faster-drying. That means less wasted soap... more usable soap. It means a daintier, handier, more delicate soap every time you use it, too.

So why pay for soap you never use? Why put up with the messy "soap dish jelly" of ordinary flat soaps? Today, get the only beauty soap of the leading brands that comes in the quick-drying oval cake. Pure, mild, fragrant SweetHeart Soap.

## SWEETHEART

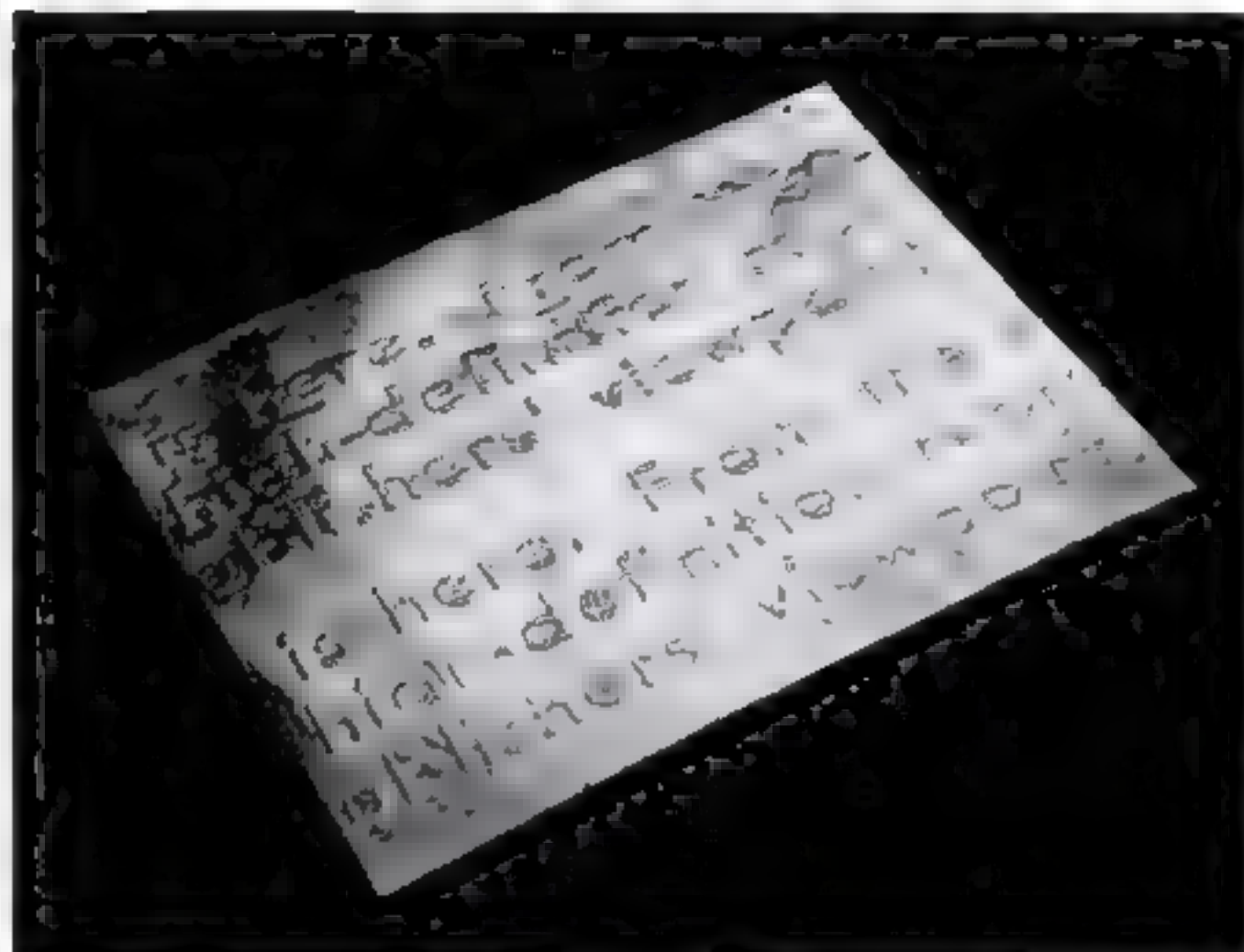
*The Soap that AGREES with Your Skin*



Aids for the Blind CONTINUED

## RAISED PRINT IS READ BY TOUCH

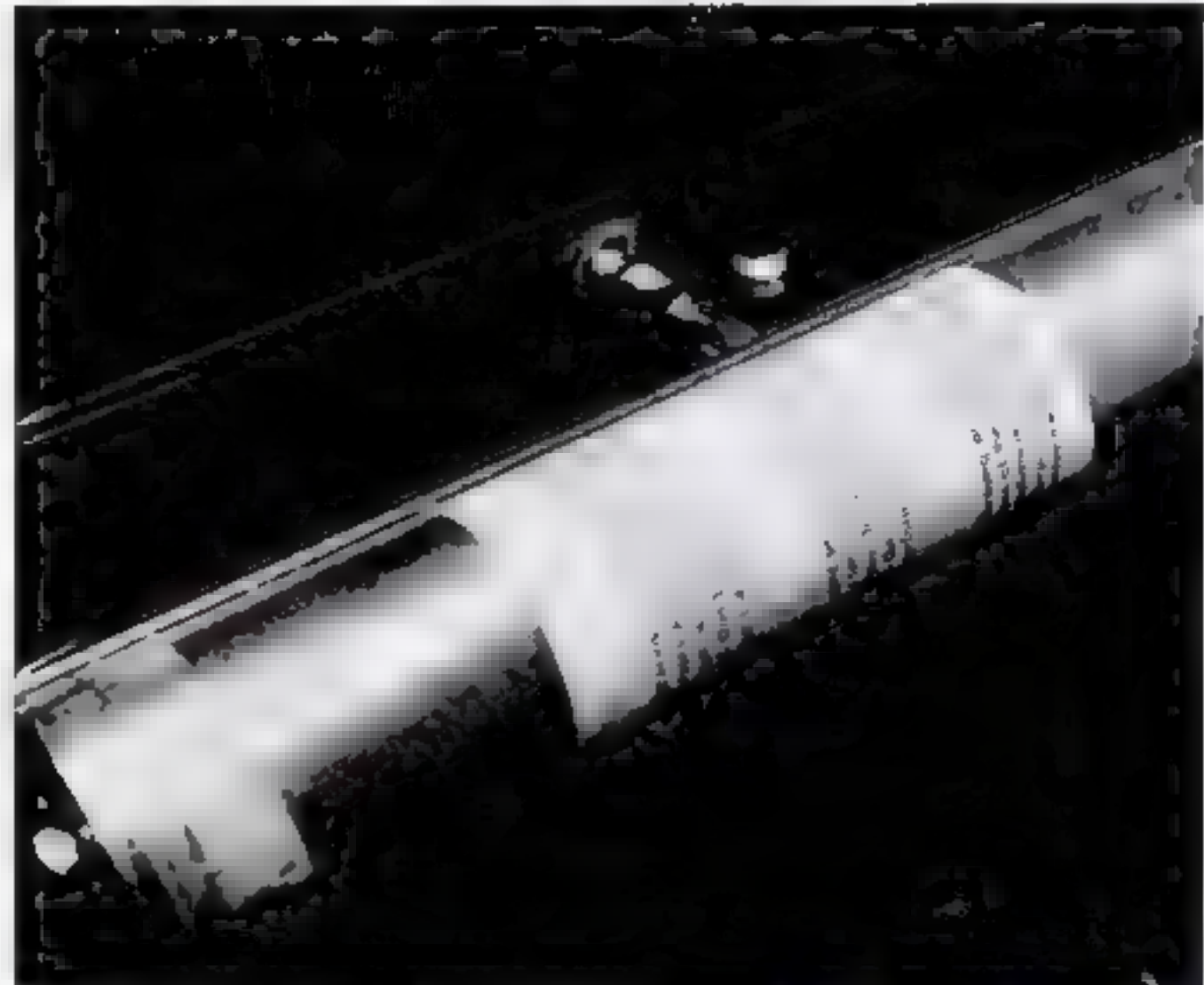
To the 80% of American blind who have not learned braille, the "Faximile Visagraph," produced by Radio Inventions, Inc., provides a simpler, if slower, way of reading. Unlike any other reading aid it also makes "visible" the patterns of charts and graphs. By electronic and mechanical processes, the machine makes magnified and embossed copies on aluminum foil of ordinary printed pages, with letters made thin (below) for easier reading. Blind people can feel the shape of letters and lines.



COARSE TYPE (TOP) IS MADE LEGIBLE BY THINNING LETTERS (BOTTOM)



A BLIND MAN'S HANDS TRACE A GRAPH MADE WITH THE VISAGRAPH



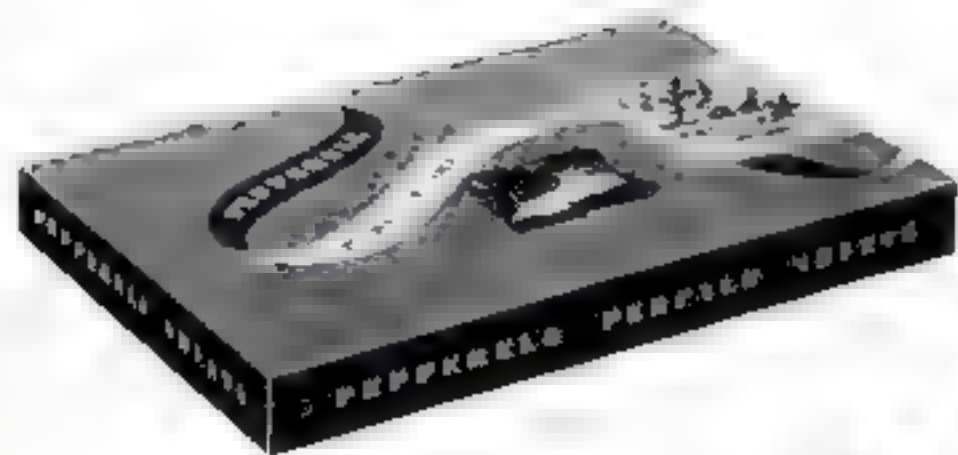
PRINTED PAGE IS PUT ON A CYLINDER TO BE COPIED BY THE MACHINE

CONTINUED ON PAGE 108





## Good Morning, dear!



You can afford a minute to appreciate *yourself*. Your happy marriage, your well-run home, your charming room . . . And the lovely smoothness of those Pepperell Sheets! What *practical* luxuries they are . . . You hardly knew that sheets could be so finely textured — you constantly appreciate the wearability of the close, firm weave and sturdy cotton yarns. For *value* it's so right to ask for Pepperells — available in

both types of percale — regular and combed — both types of muslin, utility and luxury. In white and charming "personality colors"!

PEPPERELL GIVES QUALITY DETAILS ON every Buy-Guide box. *Before* you buy, read about thread count, texture, tensile strength, hems, Tapered Tape Selvages, "Trademark" Tabs! Pepperell Manufacturing Company, Boston, Mass.

# PEPPERELL Sheets

LADY PEPPERELL  
DUCHESS COUNTESS  
ABRISFORD



and Blankets



## MAGNIFIER HELPS SEMI-BLIND

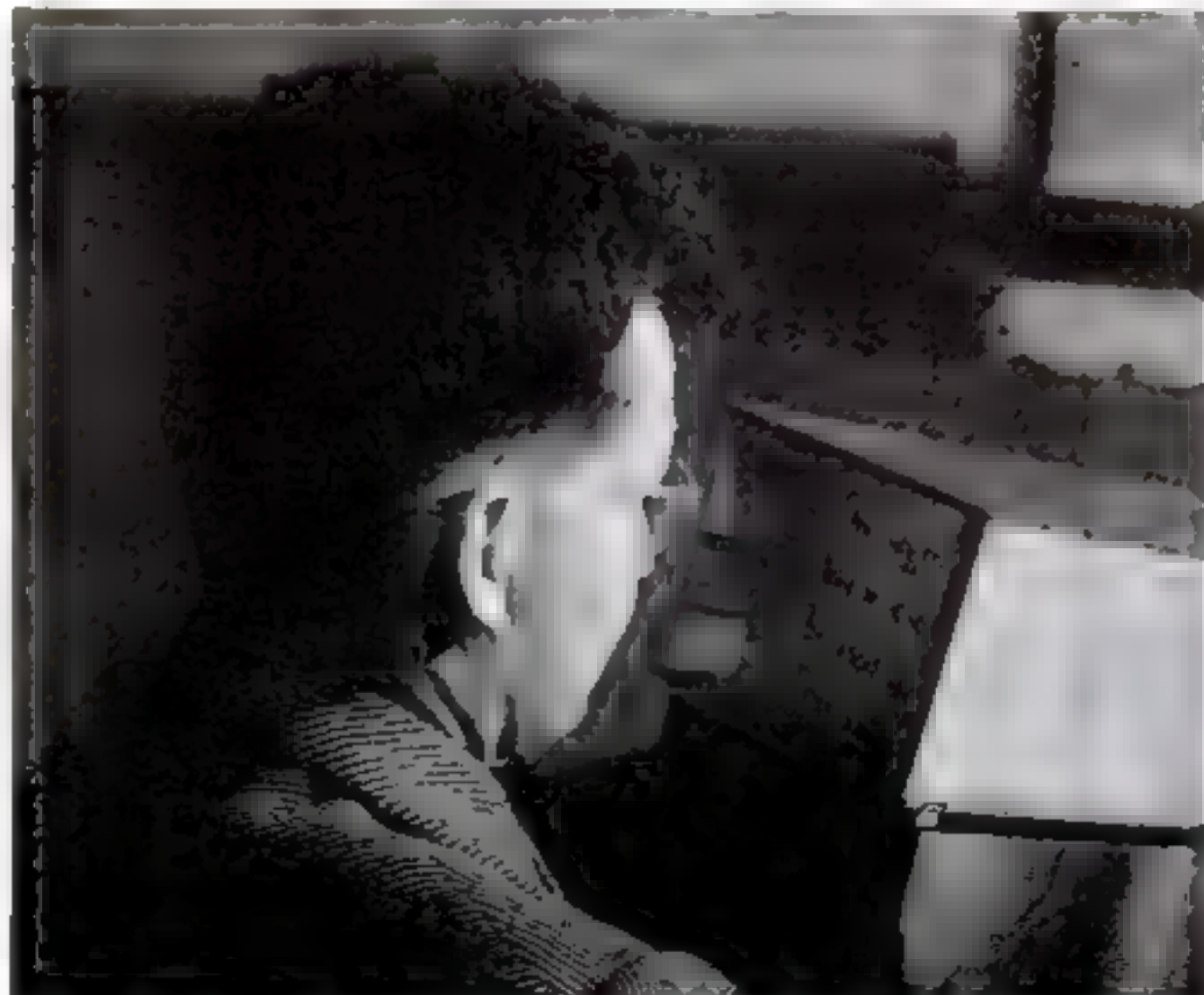
For the partially blind, whose weak sight cannot cope with ordinary type, "projection magnifiers" may make reading possible. The large model below (top), developed by Philadelphia's Franklin Institute, can magnify print up to 25 times. A book is placed face down in front of the reader. Strong light shines up on the pages, and their image is reflected onto a large screen. The small machine (bottom), designed by the Perkins Institution, works on a similar principle but gives lower magnification.




BIG MAGNIFIER IS COMPLEX STRUCTURE OF LIGHTS, LENSES, MIRRORS



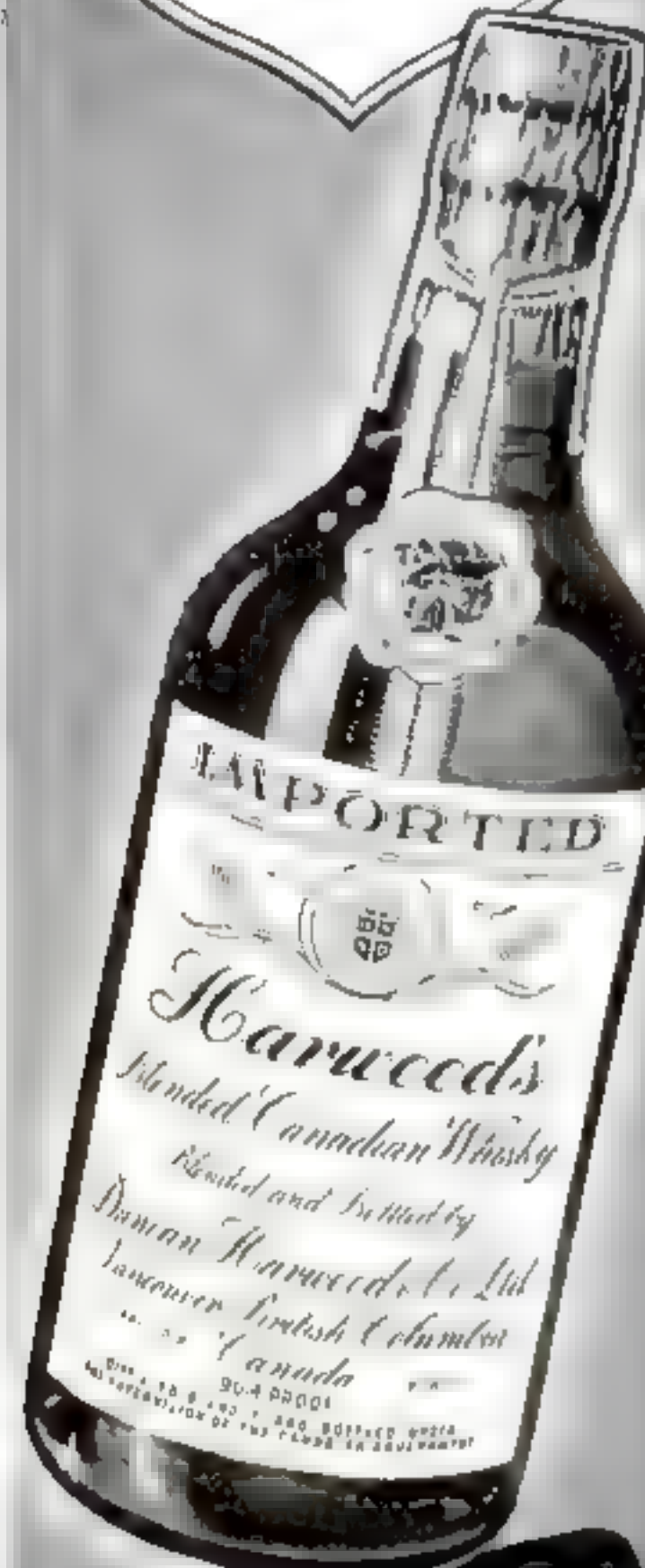
IN DARKENED ROOM, BIG TYPE SHOWS CLEARLY ON TRANSLUCENT SCREEN



PORTABLE MACHINE IS EASY TO USE, CAN BE MANUFACTURED CHEAPLY



**We believe  
Harwood's  
is the finest  
whisky man,  
money or nature  
can produce.**



**Harwood's  
Blended Canadian Whisky**

Blended and Bottled by  
Duncan Harwood & Co. Ltd.  
Lawrenceville, British Columbia  
Canada

90.4 PROOF

**Harwood's  
Canadian**

BLENDING CANADIAN WHISKY

90.4 PROOF

**A Masterpiece  
of Canada's Largest  
Independent Distillery**

Sole United States Importers:  
Williams Importers, New York, N. Y.

\*New to be illustrated above

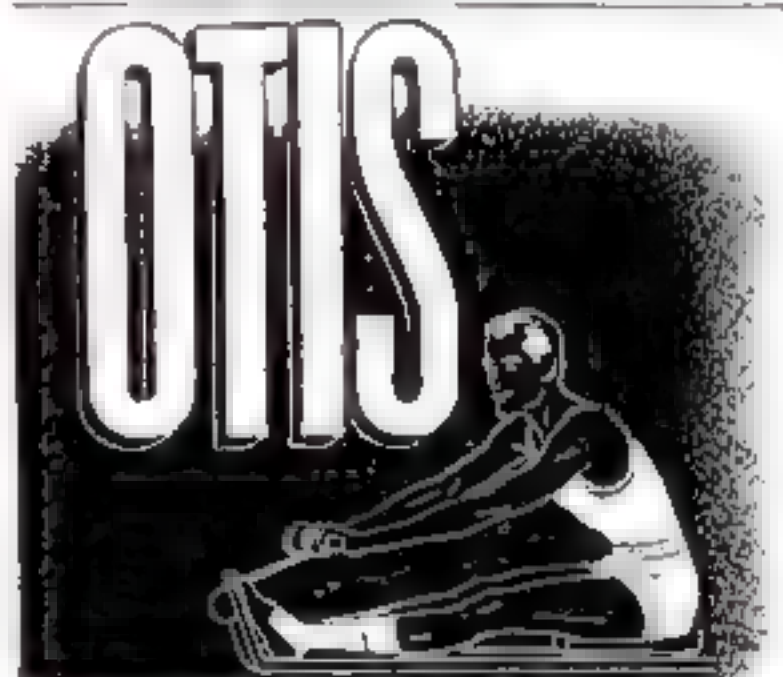
## CHEST COLD?



### that's a job for "Comfy" and "Minty" the MENTHOLATUM TWINS

• Mother, when coughing spasms  
wrench a child's body, leave your chest  
unobscured so more air can get in to  
relieve the pain. Put a little Comfy and  
Minty in the rescue. Comfy and  
Minty are gentle and they work fast  
to help loosen the chest and  
relieve the coughing.

**Quick MENTHOLATUM**



### UNDERWEAR AND HOSIERY for Men and Boys

OTIS UNDERWEAR fits comfortably and wears well. Sleeveless and short-sleeved shirts—mid-thigh shorts or briefs, and other styles.

OTIS UNDERWEAR, 57 Worth St., New York 13, N. Y.

## HOUSE PLANTS COME TO LIFE WITH PLANTABBS

"My house plants have really come to life since using Plantabbs," writes a satisfied user. PLANTABBS are highly concentrated, rich food of proved worth to flower lovers all over the world. They help your plants withstand the ill effects of sunless days and dry furnace heat.

Feed PLANTABBS to your house plants regularly. Clean, white tablets—no odor—will not burn most delicate plants. You'll be amazed at results. Plants will be sturdier, healthier, covered with beautiful blooms. Four tablets to one gallon of water make rich liquid food. 25c, 50c, \$1.00 and \$3.50 sizes. At your dealers or mailed postpaid, PLANTABBS CORPORATION, Baltimore 1, Maryland.

**Fullon's  
PLANTABBS**  
PLANT FOOD TABLETS PLUS B1





## Three "BLACK BEAUTIES"

The sleek grace of line of a thoroughbred... the sure-fire coordination of a seasoned performer... these three "Eveready" flashlights are truly black beauties! They're miracles of lightness and light. Easy to carry, to grip, to snap into action, they cast a brilliant, perfectly focused, long-range beam. They're "Eveready" flashlights, which implies the finest, the most dependable, the ultimate in craftsmanship.

The registered trade-mark "Eveready" distinguishes products of

**NATIONAL CARBON COMPANY, INC.**  
30 East 42nd Street, New York 17, N. Y.

Unit of Union Carbide and Carbon Corporation

# "Eveready"

**FLASHLIGHTS  
AND BATTERIES**

P. S. Be sure you use "Eveready" flashlight batteries. They outlast all other brands—proved by the General Purpose 4-Ohm Intermittent Test of the American Standards Association.



#2351 "EVEREADY"  
3-CELL long-range auto-  
matic spotlight. Complete  
with 3 No. 950 "Eveready"  
batteries.....\$1.95



#2251 "EVEREADY"  
2-CELL automatic spot-  
light. Complete with 2 No.  
950 "Eveready" batteries.  
.....\$1.65



#2231 "EVEREADY"  
SMALL 2-CELL auto-  
matic spotlight. Complete  
with 2 No. 935 "Eveready"  
batteries.....\$1.65

Each is equipped with a pre-focused lamp and protecting shock absorber...heavy gauge seamless brass tube...chromium finish with rolled-on black decoration.  
Ask your dealer to show you these and other beautifully constructed "Eveready" flashlights.





**LEAVING HOME.** the girl wears the enchanted red shoes. Her grandmother has warned against buying them but, being blind, does not know she has been disobeyed.



**GIRL DIES** in the arms of a post at last. The red shoes are claimed by the mad shoemaker to be a curse on the girl.

## *Red Shoes*

A BEAUTIFUL BALLET IS FILMED  
FROM ANDERSEN'S FAIRY STORY





is played by Robert Helpmann, England's leading male dancer and choreographer of *Red Shoes*. Shoemaker is Leonide Massine, long one of ballet's greatest stars.

*Red Shoes* is a recently completed English movie about life in a ballet company. An imaginative feature of the production is a 14-minute ballet also called *Red Shoes* and adapted from a sad fairy tale by Hans Christian Andersen. It tells how a mad shoemaker sells a pair of enchanted red slippers to a young girl, who leaves home in them (left) to dance at a carnival (upper right). Happy at first, she soon finds that the shoes, being enchanted, will not let her stop dancing. The world turns into a terrifying nightmare (right) and the tortured girl finally dies (above). *Red Shoes* is the first ballet written expressly for the motion pictures and performed without the limitations of a stage. Its prima ballerina is pretty, red-haired Moira Shearer, 21, star of London's Sadler's Wells Ballet Company. She interrupted her ballet career to star in this one movie, has now gone back to being a dancer.



**AT THE CARNIVAL** the girl dances lightly as a feather in her new red slippers. Gradually growing tired, she tries to stop but the shoes force her to keep on dancing.



**MONSTERS** pursue the helpless girl in a horror sequence beginning after she is completely exhausted. Unable to remove the shoes, she dances to a church for succor.



# the *New* cream make-up.. *Magic Touch*

*magic!* —needs no water!  
—no powder puff!  
—strokes on with fingertips!

*magic!* —creamy-smooth!  
—blends quickly  
without streaking.

*magic!* —a complete make-up  
applied in seconds  
—lasts for hours and hours



A new and thrillingly different Cream Make-Up in compact form. Applied with the fingertips it gives your face the new "unmade-up" look of delicate, flower-touched loveliness—flawlessly perfect. Includes a newly developed ingredient that literally works miracles for your complexion. So good for dry skin and so wonderful on *all* types of skin. You can be prettier—immediately prettier—with this one touch of magic—Magic Touch! Try it and see.

Only \$1.00 for large compact  
Introductory size—39c  
Six magic shades

*No finer quality at any price*

Hat by Sally Victor





**For Quick  
Relief of  
COUGHS**



Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

**COUGHS**  
**Creomulsion**

Chest Colds... Bronchitis

**Air Step**

THE SHOE WITH  
THE YOUTHFUL FEEL



**FASHION FAIR**  
**MARCH 13 TO 27**

Smart new styles at Air Step  
dealers' everywhere.  
Air Step Division, Brown Shoe Company, St. Louis



ST. LOUIS MEMORIAL FOR JEFFERSON LOOKS LIKE BIG CROQUET WICKET

## ARCH ARGUMENT

### St. Louis memorial starts architectural squabble

Last week, as he was happily pocketing a \$10,000 prize check for designing the stainless-steel parabola above, Architect Eero Saarinen of Bloomfield Hills, Mich. found himself in the middle of an argument about arches. Saarinen's design had won a contest for a St. Louis memorial to commemorate Jefferson, the Louisiana Purchase and the opening of the West. His arch, conceived as a "Gateway to the West," was to be 590 feet high, have a funicular elevator and observation platform inside it, be set in an 80-acre park along the Mississippi.

No sooner was the award announced than the chairman of the Fine Arts Commission in Washington accused Saarinen of designing an arch similar to an arch planned—but never built—for the 20th anniversary of Mussolini's Fascism (*below*). Saarinen said his arch was not a copy but an expression of a mathematical formula. Besides, he pointed out, the Washington Monument, which is an obelisk, is not any the less fitting because Egyptian slaves had built obelisks. Other designers agreed with Saarinen. All that was necessary was for the federal government to appropriate most of the \$30 million needed to build the memorial.



MUSSOLINI MEMORIAL for Fascism was rounder and wider than the St. Louis arch.

over the  
bridge tables  
of America



the fame  
of Tampax  
spreads

**NO BELTS  
NO PINS  
NO PADS  
NO ODOR** East, West, North and South — they all have plenty to say when new methods and new products are discussed. And Tampax scores a lot of points in these woman-to-woman debates when they turn to the subject of monthly sanitary protection. There's praise for the daintiness of Tampax, for its reliability, for its comfort—and special thankfulness from the one of the four who mightn't have shown up at all except for Tampax!

Tampax has saved many embarrassing situations because it *cannot* cause odor or edge-lines beneath the clothing. (Being used internally, Tampax requires no belts, no pins, no external pads.) Invented by a doctor, Tampax is made of pure surgical cotton contained in patented throw-away applicators, designed for easy insertion. When in place the Tampax is invisible and *unfelt*. It is easily disposable—only 1/15 the bulk of external napkins.

Tampax is helping literally *millions* today—why not you? Sold at drug or notion counters in 3 absorbencies. A month's needs will slip into a purse. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by  
the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-8-38-C  
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Here now! The **N E W** Royal Portable...

with **FINGER FORM KEYS**

DESIGNED TO  
CRADLE YOUR  
FINGER TIPS!



Never before in typewriter history has this improvement been seen...

...yet today, Royal brings you FINGER FORM KEYS... on the most modern typewriter ever designed... the new ROYAL PORTABLE!

Imagine... a typewriter key shaped to the very contour of your finger... designed to cradle your finger tips when they strike the keys! Result? FINGER FORM KEYS bring a new comfort to typing! Greater ease of operation, greater accuracy of work.

And talk about BEAUTY! The new Royal Portable is far ahead of today's models in style and beauty.

#### Beauty at work!

But it has more than sheer beauty that is lovely to look at. Its beauty is beauty with a purpose... beauty that makes typing easier, quicker, more comfortable!

And... this truly modern portable typewriter brings you much more. There's a space bar that's built right into the frame. Only the new Royal Portable gives you the modern SPEED SPACER that saves time, and cuts down the margin of spacing error. With SPEED SPACER, nothing stands in the way of perfect spacing action!

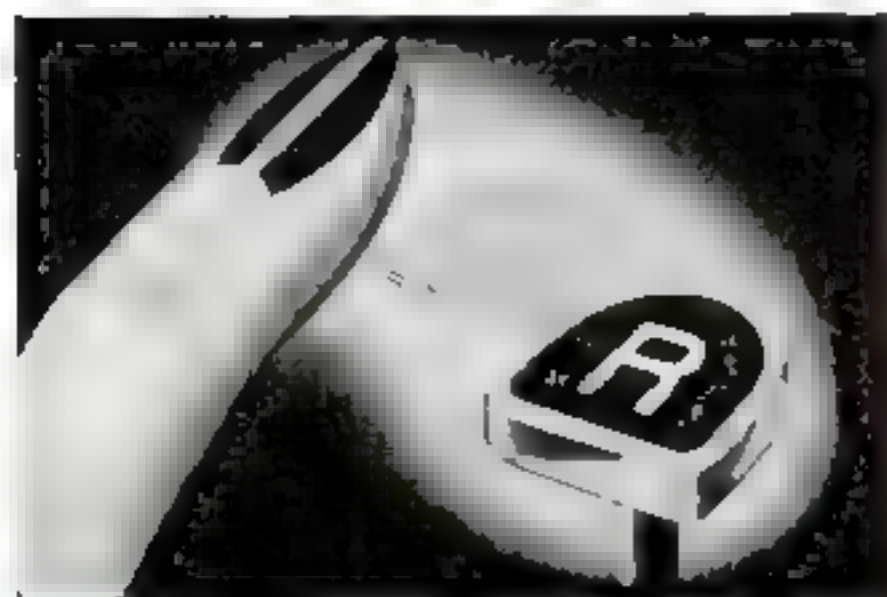
Only Royal gives you the RAPID RIBBON CHANGER that makes ribbon changing faster, cleaner, easier than ever!

And only Royal gives you "MAGIC" MARGIN, the device that makes all other portable margin setting obsolete!

In addition... only Royal gives you the host of other new features which make Royal more than ever the World's No. 1 Portable!

#### See the new Royal today!

By all means, see the new Royal Portable at your dealer's. You'll find it hard to believe that one portable typewriter can have so many new, outstanding features... can bring such comfort and convenience to typing!



## **THE NEW ROYAL PORTABLE**

The World's First Truly Modern Portable Typewriter

"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.





FOUR ATHLETES DIG INTO THE SPIKE-SCARRED PINE OF MADISON SQUARE GARDEN'S TRACK AND GET OFF TO A FAST START IN 60-YARD HURDLES OF THE MILLROSE GAMES

# A MONTH AT THE GARDEN

**THE GREAT ARENA CHANGES FACE 17 TIMES IN 31 DAYS**

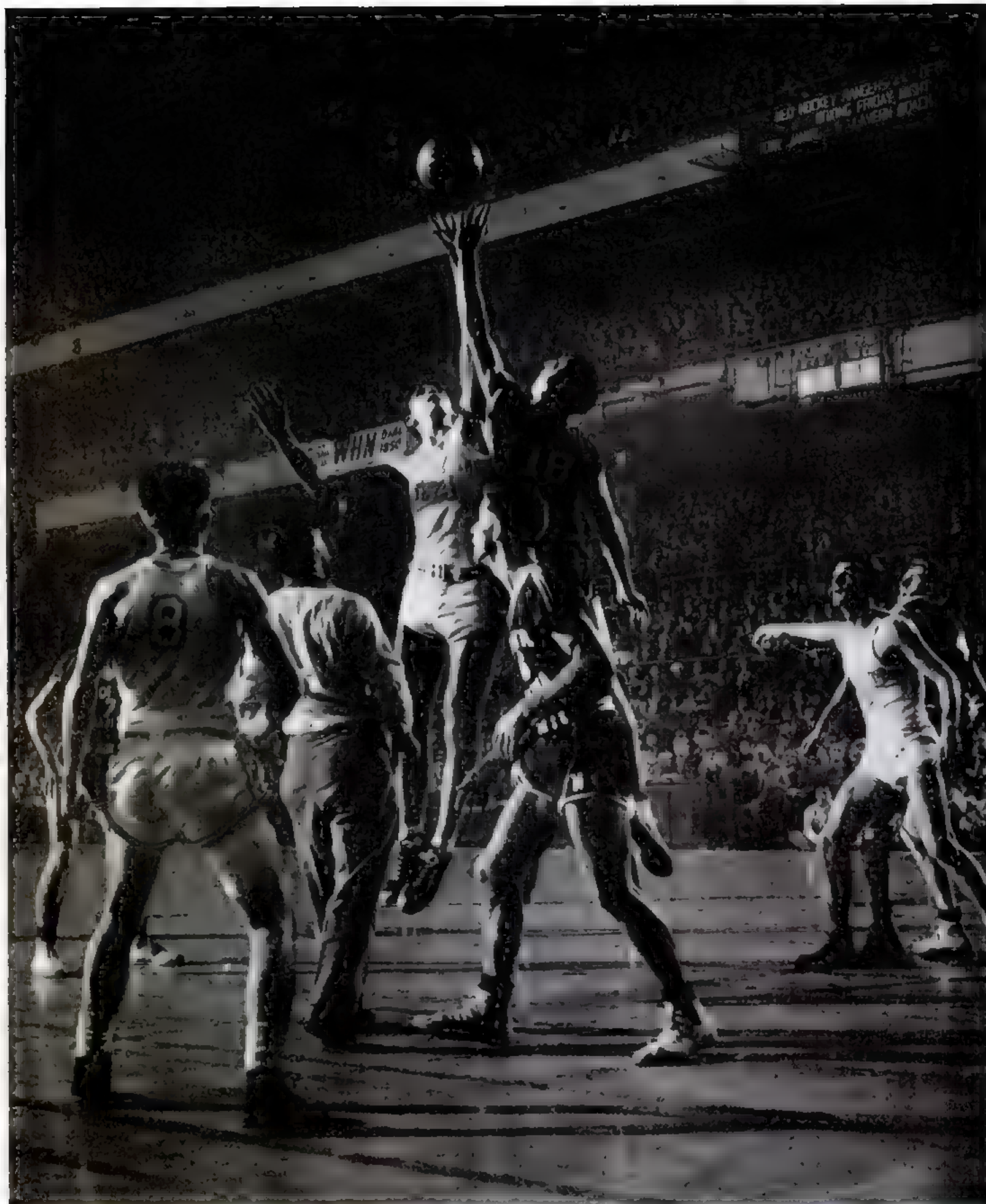
The most important address in the \$4.5 billion U.S. sports industry is 815 29 Eighth Ave. in New York City. That is the site of Madison Square Garden, an unprepossessing, four-story structure which occupies two thirds of a city block nowhere near Madison Square.

Outside, in the damp chill of a winter's morning, the Garden's stone walls are a bleak facade for the most imaginative sports enterprise ever conceived. Inside, around the half-acre floor, the stillness of 5 o'clock is shattered by the clatter and smash of carpentry as a gang of men labors to put together the board track in time for a meet that afternoon. When the racing ends another crew will move in to rip up the track for a basketball double-header the following night. Cables are strung from the ceiling to brace the glass backboards. The 104 pine panels of the playing court

are fitted into an unwieldy jigsaw puzzle. The next day the workmen will tear the place apart and use the infield—the New York Rangers have a hockey game to play. On Friday night there will be a prizefight, and the following week it will take a whole day to get ready for Sonja Henie.

In one month the regular Garden customer gets a sample of almost everything the American sporting scene has to offer. Such a month was Jan. 15 to Feb. 15 of this year, when LIFE Photographers Gjon Mili and Paul Nodler took the photographs appearing on these pages. In that time the Garden changed its face 17 times, the day-and-night operations requiring approximately 3,500 manhours. But last year's paid attendance was a whopping five million plus, and the profits—\$2 million gross—were sufficient to justify the \$20-million super-Garden which is now on blueprints.





**BASKETBALL** College basketball is played in the Garden several times a week, and more people see basketball there than any other sport. The New York undergraduates bring their cheerleaders, but they must yell loudly to make more noise than gamblers who collect bets only when a game is won by the right score. Some coaches complain about gambling, but most of them covet the fat percentages they get for playing teams like New York University, which in the picture above (*white shirts*) is beating North Carolina.

**TRACK** The Garden is not the ideal place to watch a track and field meet; some of the balcony spectators lose sight of the runners when they speed around a turn. But everybody can easily see a 14-foot pole vault (*opposite*), and it is always possible to observe more than at an outdoor meet, where the action may be scattered over the equivalent of two football fields. Track fans are a belligerent lot. Recently they howled so violently at the announced result of a 60-yard-dash that the distressed judges went into a huddle to pick another winner.













**BOXING** Only on fight nights does the Garden resemble "The House that Tex built." The late Tex Rickard thought the Garden would be primarily a boxing arena. Now as old-timers watch a young fighter like Roland LaStarza (*foreground, opposite*), here winning a decision over Mike Bellucio, they recall Rickard's promotions of the '20s, which were so dazzling that the fans hardly noticed the underworld bums who since have given boxing a black eye. But Rickard would be pleased to know that boxing is still the Garden's biggest money-maker.

**DOG SHOW** Every year the Westminster Kennel Club hires the Garden for two nights and holds the snootiest of all U.S. dog shows. All the nice people come—the same nice people who in 1925 caused the amazed Tex Rickard to exclaim, "I never seed anything like it." That was when they came to the first prizefight held in the Garden, 13 days after the informal opening. But the Garden regulars are still hard to convince that the points of a toy poodle (*above*) are important enough to turn the place over to 2,540 dogs.





**ICE SHOW** Every year for the past 11 years Sonja Henie has skated in the Garden. She and her Hollywood Ice Revue have presented 120 Garden performances before nearly two million people. The spectacular ensemble numbers like the one

pictured above always seem to be slightly more wonderful than the Henie best of the year before. The new show crowd is usually quiet and middle-class, just a cut below the dog-show vein of society. Says one of the Garden laborers, "A lot of women come just to look at Sonja. They're real





high-class—not like the punks that come to the fights.” The ice show is a profitable institution both for Miss Heme and for the Garden, although getting ready for it is a considerable bother. The ice has to be sprayed on twice as thick as for a hockey game (*next page*), and a new coat has to be

added every evening. There was a crisis this year when Miss Heme had a matinee on the same day a basketball game was scheduled. But the Garden solved it: when Miss Heme had finished her performance, the wooden basketball floor was moved in right on top of the ice and the game went on.





**HOCKEY** The Garden maintains a paternal stake in professional hockey as owner of the New York Rangers (dark shirts, above) in the National Hockey League. Hockey is fast and rough, and there is always a good chance that any contest will turn into a

Pier 6 brawl. This makes it one of the biggest crowd pleasers among all Garden sports promotions and well worth the 6,000 gallons of water and 1.2 miles of pipe required to lay down a half inch of ice before every game. Afterward a huge plow digs in (top photo) and shoves the ice down the sewer





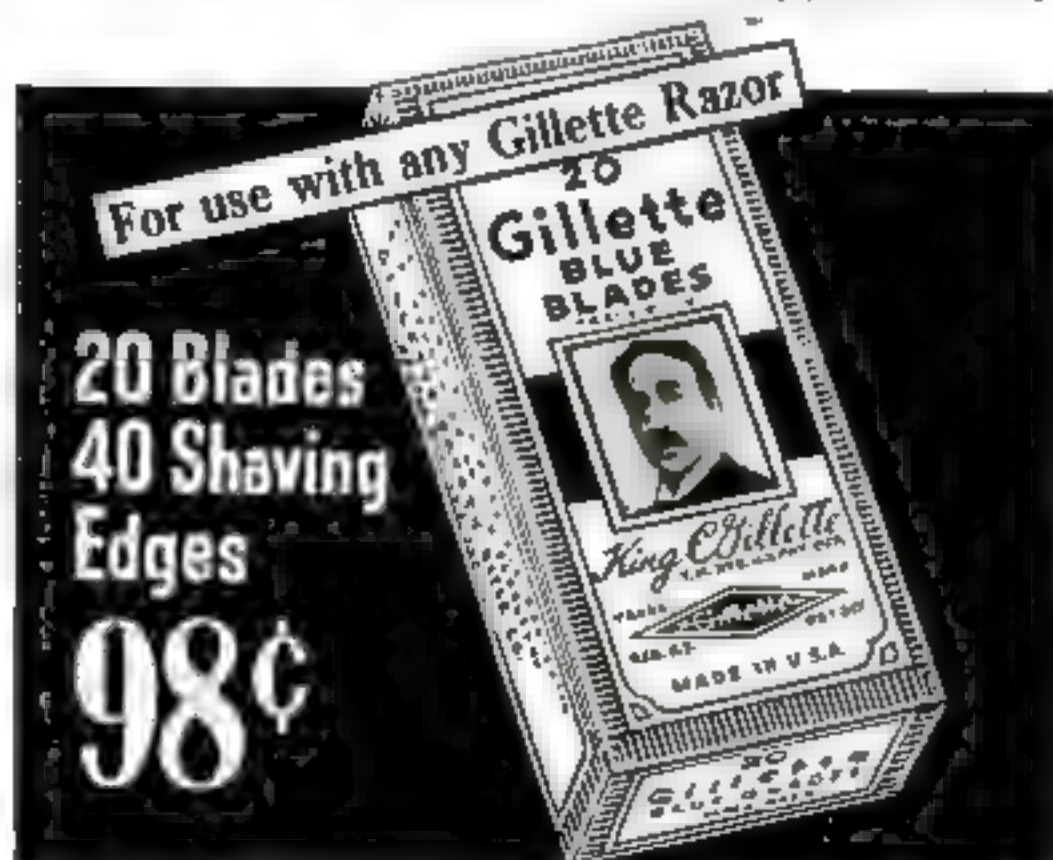




## Sensational New Gillette Dispenser

**Puts 20 Gillette Blue Blades  
With 40 Super-Keen Shaving  
Edges at Your Finger Tips!**

**Y**ou deal out a new Gillette Blue Blade *instantly* with the amazing new Gillette Dispenser... shave quicker than ever. The handy plastic case holds blades firmly... keeps their edges *factory-sharp*. When the Dispenser is empty... discard it. You pay nothing extra for the Gillette Dispenser... only the usual price for 20 blades. Gillette Safety Razor Company. (Prices apply in U.S.A. only.)



### Special Introductory Offer

**Gillette Super-Speed One-Piece  
Razor and Gillette Dispenser  
with 10 Gillette Blue Blades**

**REGULAR \$1.50 VALUE**

**\$1.00**  
The Greatest  
Shaving Bargain  
On Earth!  
See Your  
Nearest Retailer



● You enjoy utmost shaving comfort and convenience with this brand new Gillette Super-Speed Razor Set. Twist... the razor opens. Zip... there's a new blade. Twist again... and start shaving. Cleaning's no problem either... just loosen holder, rinse and shake the moisture out.

Copyright, 1948, by Gillette Safety Razor Co.

**look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades**  
WITH THE SHARPEST EDGES EVER HONED





HOME IN ST. PAUL FOR A VISIT, NORMAN KATKOV (CENTER), WHO WROTE A BEST-SELLER ABOUT AN UNHAPPY JEWISH FAMILY, POSES HAPPILY WITH HIS OWN

## MINNESOTA HAS A WRITING BOOM

Not since the early decades of the century, when Anderson, Dreiser, Lewis and Fitzgerald came out of the Middle West, has there been between the Alleghenies and the Rockies so much excitement about writing books. The Midwest literary ferment has as its focal points the university campuses at Iowa, Indiana, Illinois and particularly Minnesota. When, in the early '40s, eastern publishers began to beat the western bushes for new authors, they quickly spotted the bright young University of Minnesota boys who wrote for *Ski-U-Mah*, the

campus humor magazine. Their searches soon resulted in publication of Thomas R. St. George's *C/O Postmaster*, Max Schulman's *Barefoot Boy with Cheek*, Thomas Heggen's *Mister Roberts* and Bud Nye's *Home Is If You Find It*. When, more recently, the university imported the distinguished novelists Robert Penn Warren (*All the King's Men*) and Saul Bellow (*The Idiot*) to teach writing, it seemed as though nearly everyone in the Twin Cities was producing everything from best-sellers to pulp stories. The healthy literary climate of Minnesota is

now attracting writers from all over the Midwest.

Latest Minnesota boy to make good is 28-year-old Norman Katkov (above), a *Ski-U-Mah* magazine alumnus whose best-selling first book, *Eagle at My Eyes* (Doubleday, \$2.75), tells the story of a Jewish boy who alienates his orthodox family by marrying a gentile. Katkov, who comes from St. Paul, makes a point on his frequent trips home of walking down Summit Avenue to pay his respects to the house where his favorite author, F. Scott Fitzgerald, the golden boy of the '20s, once lived.



Got the **COLD** miseries?  
See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active menthol vapors begin to ease that nasal stuffiness feeling.



MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get Minit-Rub—today, in the jar or the new handy tube.



The Modern Chest Rub

PRODUCT OF BRISTOL MYERS

## The Truth About Dandruff ... Itchy Scalp ... Falling Hair



### IT'S A FACT!

- DANDRUFF is often caused by neglect...or by improper care of hair and scalp.
- THE HAIR itself cannot grow. Growth comes from the root.
- HELP THE ROOT and you help the hair.

### JERIS GETS AT THE ROOT OF THE TROUBLE!

JERIS ANTISEPTIC HAIR TONIC contains a special ingredient not found in ordinary hair tonics. It acts to stimulate blood flow which nourishes the roots. Thus, JERIS not only relieves dandruff, itchy scalp and dresses your hair handsomely... but it helps promote healthy hair growth. Ask your druggist for a bottle of JERIS today! Request it at your barber.

- FOR BEST RESULTS...
- Use JERIS Antiseptic Hair Tonic every day
  - Use JERIS CREAM OIL every other day
  - Massage scalp briskly every day.

**JERIS** Antiseptic  
**HAIR TONIC**

## Minnesota's Writing Boom CONTINUED



**EVERYBODY WANTS TO WRITE** in Minneapolis. This is a workshop of writers who meet, 60 strong, every Wednesday evening in back room of a bar and grill called the 620 Club to criticize each other's manuscripts. The members, whose total published output is strewn on the table, are mostly pulp-story



**TALENT SCOUT** Frank Taylor, traveling editor for *For Ram* House, pays his first call in Minneapolis on local literary hostess Brenda Celand. A good friend of Minnesota's Sinclair Lewis, Brenda always knows who is writing what and holds open house for aspiring authors like William T. Bushman (opposite).





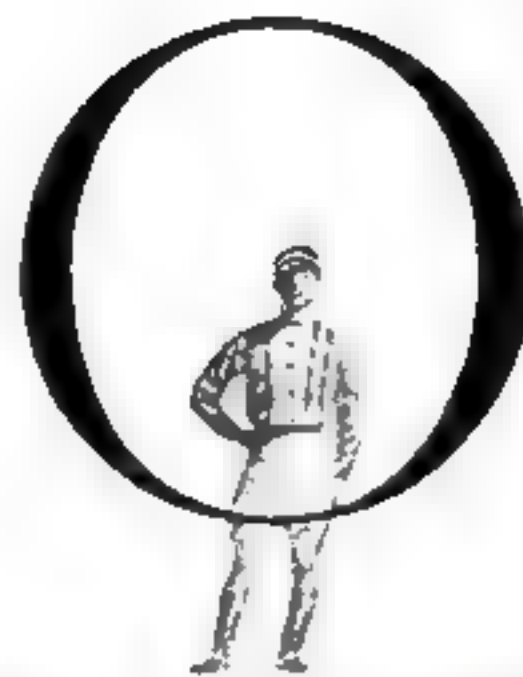
authors who sell to magazines like *Modern Romances* and *Theating Wonder Stories*. Geography Teacher Bertha O. Smith (wearing glasses, at head of table) has never published but rarely misses a meeting. Another workshop member, Mabel Seeley, hit a book-club jackpot last year with her *Woman of Property*.



**LATEST FIND** of Talent Scout Taylor is William T. Bushman (center), a 30-year-old ex-GI who attends the university writing course given by Novelist Saul Bellow. Bill Bushman, who for years was a hobo, still haunts Minneapolis' Skid Row to pick up local color for his short stories and talented drawings.

CONTINUED ON NEXT PAGE

# Jockey Overknee



IT'S A BRAND... IT'S A TRADE MARK... IT'S MADE BY...

*Coopers*  
KENOSHA WISCONSIN

is a comfort natural—an aid to good grooming for you men who are underwear-conscious. No annoying wool-scratch from rough clothing. Absorbs perspiration before it damages trouser creases; fewer baggy knees. Clever elastic ribbed cuff prevents creeping. Its fine knitted fabric hugs the body in streamlined smoothness. Only Jockey has the exclusive Y-front, no-gap opening; convenient elastic waistband that ends button troubles; and the beneficial support features that have made Jockey so popular. Only OVERKNEE specializes so successfully in knee protection. Get it today and wear it often.



Jockey  
Contoured  
Shirts to  
match;  
sleeveless  
or short  
sleeves

overknee length

protects your knees

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mills; for New Zealand, Lane Walker-Rodkin; for Switzerland, Vollmoeller.





noses that drizzle make dates that fizzle . . .

*to the rescue with SITROUX!*  
... say SIT-TRUE


NEW—IMPROVED  
SUPER-SOFT



© 1948, Sitroux Inc.




**SHORT-STORY WRITER** J. F. Powers came from his native Illinois to live in the Minnesota hills and teach at St. John's Abbey Benedictine Monastery, 80 miles northwest of the Twin Cities. Critics consider his *Prince of Darkness* (Doubleday, \$2.75) the best U.S. short-story collection to be published in 1947.




# TWIGS

The Blazers graced by a Twigs label are highly individual, truly captivating and very sporty. As colorful, sharp and practical units of dress, their desirability cannot be questioned. Precisely man tailored and custom detailed throughout. The all wool Blazer Eton with Gabardine Shorts—\$13.95. The wool Blazer Tuome with Gabardine Longees—\$15.95.

WM. SCHWARTZ & CO., INC.  
NEW YORK, 10 BROADWAY



At Fine Stores Everywhere.  
Write For Name of One  
Nearest You




**PLAYWRIGHT** Thomas Heggen (*seated*) is the most talented of the current crop of smart young Minnesota-born authors. After the war he wrote *Mister Roberts*, a top-notch war book which has been made into a Broadway hit. Here he watches a rehearsal with Joshua Logan, director and co-author of the play.





MR. CLAUDIO ARRAU, D. STINGHER CONCERT PIANIST

## *For Men of Distinction...* **LORD CALVERT**

To enjoy the most genuinely pleasant highball you ever tasted, try Lord Calvert in your next drink. For here is a whiskey so truly distinguished...so rare, so smooth, so mellow...that it is intended expressly for those who appreciate the finest. The next time you order...speak the name Lord Calvert!

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY





Photograph by Anton Bruzek

Copy. 1948, The Manhattan Shirt Co.

## Easter shirt? Guess again!

You'll be seeing a lot of new "Manhattan" shirts this Easter, including the one above. But we at "Manhattan" don't think of them exclusively as *Easter shirts*.

When we make a shirt for Easter we think of how it's going to look and fit by New Year's. And we take infinite pains to assure that it will look as fine and fit as well as the day it first caught your eye. Naturally, we take out the shrinkage—no laundry will ever find

more than 1% shrinkage left in a "Manhattan." And the way we remove the shrinkage is unique. It actually *adds* life and lustre to the cloth!

That's only one of the things we do to make "Manhattans" last and last. We make a fetish of putting more into a shirt than will be noticed in the store.

Note: We put the same extra care into "Manhattan" ties and handkerchiefs, too.

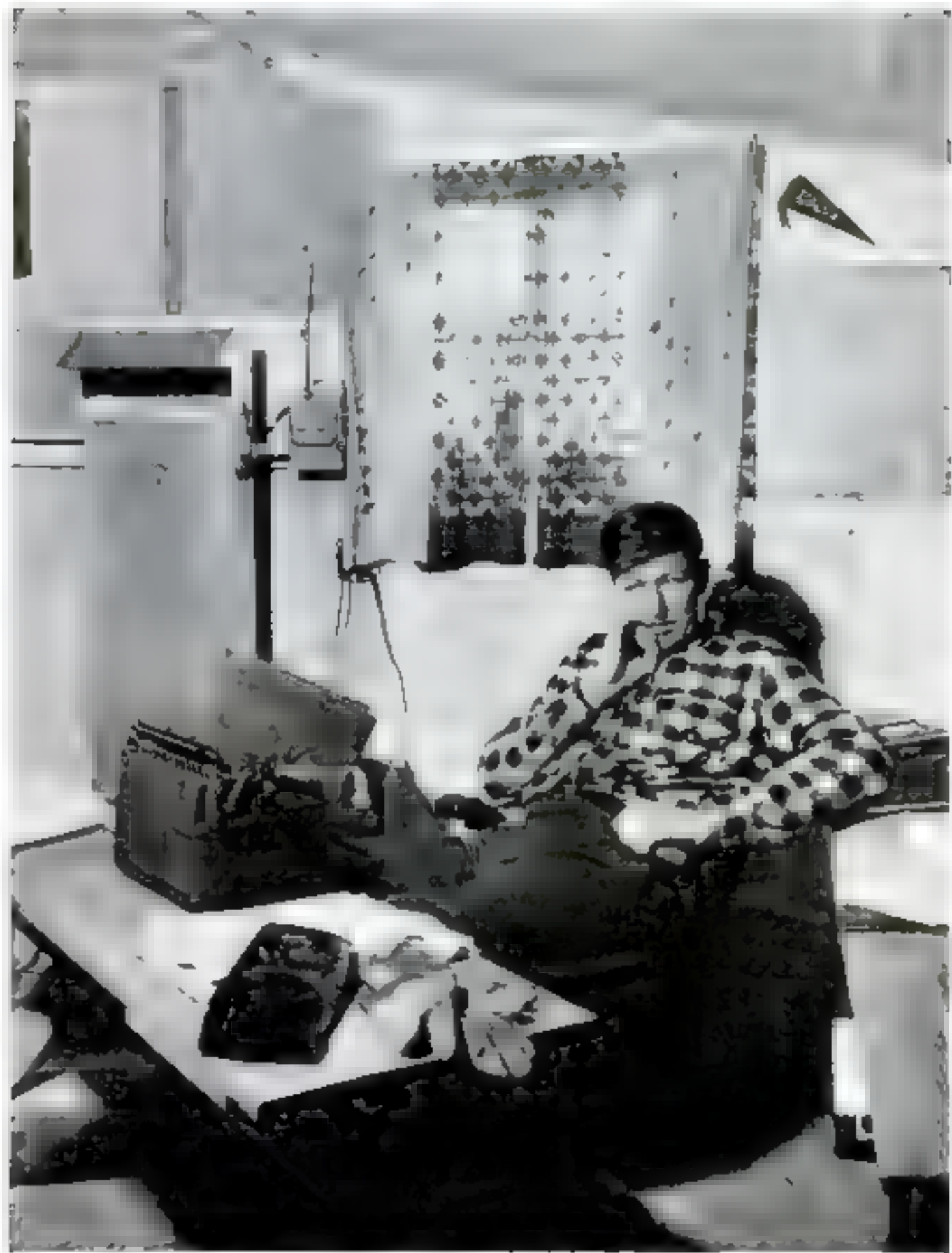
SHIRTS, TIES AND HANDKERCHIEFS

by *Manhattan*

THE MARK OF QUALITY SINCE 1857

The Manhattan Shirt Company, makers of "Manhattan" shirts, ties, pajamas, sportshirts, sport jackets, slacks, handkerchiefs, and "Mansco" sweaters, underwear and beachwear.





**OLD HAND** Feike Feikema, tallest author alive (6 ft. 9 in.) is one of the few Midwestern writers still producing regional novels. Of hardy Frisian Dutch stock, Feikema moved from his native Iowa to the suburbs of Minneapolis 10 years ago, writes earthy prairie sagas like *This Is the Year* (Doubleday, \$3).



**NEW HAND** Sheila Alexander, also Iowa born, is now a busy St. Paul housewife and mother of three, who attended a summer writing course at the university given by Sinclair Lewis. Her *Walk with a Separate Pride* (Webb, \$2.50) was a sensitive first novel about pregnancy. Her second will be about childhood.

**Spruce**  
SHAVE LOTION BY *Wrisley*

Spruce is a fresh, clean, buoyant scent with just enough invigorating effect to make the skin feel crisply-clean and "toned". The forest-freshness and expert formulation of Spruce will make any man exclaim "I like that!"

## WALK-OVER Rope Stitching



• Here's the pitch—Rope Stitch. The new hand-cobbled look that Walk-Over sews into this handsome town model. Long-wearing leather that polishes into a bright old age. Flexible double sole.

Geo. E. Keith Company, Brockton 63, Mass.







**SIR STAFFORD CRIPPS**, who since September has had full charge of Britain's precarious economic destinies, often visits the prime minister's map room in the Treasury

Bulldog to study graphs and charts of domestic production and of England's export drive. Sir Stafford is a strict self-disciplinarian who can hold his tongue in public.





CARTOON KIDS CRIPPS'S FEAR THAT POUND MAY FOLLOW DEVALUED FRANC

# Sir Stafford Cripps

The capable architect of Britain's export-or-die austerity is an ascetic with a taste for socialism, sermons and sea-kale salad

by NOEL F. BUSCH

**S**IR RICHARD STAFFORD CRIPPS, K.C., who with the dual functions of Chancellor of the Exchequer and Minister for Economic Affairs holds the master-key post in Britain's present cabinet, often lunches with his wife in the Vega Restaurant on Leicester Square.

The Vega (short for vegetable but pronounced Vee-ga with a hard "g") is a tearoomy sort of establishment in the heart of London's theatrical district which specializes in food prepared according to the dietary theories of a certain Dr. Bircher-Benner. Cripps, who took up vegetarianism in 1935 for reasons of health, and Lady Cripps, who became a convert shortly afterward for reasons of sympathy and simplified housekeeping, discovered the Vega soon after it opened a dozen years ago. Both have been regular clients ever since. At first the Crippses used to stand patiently in the line like everyone else, but now, as much in honor of their long-continued patronage as of Sir Stafford's distinction in public life, means have been found whereby this process can be circumvented.

Opening off the main room of the Vega is a door which leads into the office of the manager, a Mr. Walton. When lunching at the Vega nowadays the Crippses go directly to this office, which is approximately the size of three telephone booths, and knock on the door. Mr. Walton then moves out and they move in. Two places are set on opposite sides of Mr. Walton's desk and their special waitress brings the menu.

The Vega offers three lunches, one for 45¢ and two (one cooked and one raw) for 65¢. The Crippses usually take one of the 65-centers, built around a cheese soufflé or a Bircher-Benner salad made out of things like nuts, carrots, celery, dried bananas, shredded parsnips and sea kale. Unlike most other Vega patrons, Sir Stafford is privileged to run up a tab. His bill is presented with his lunch on the first of every month and Mr. Walton gets a check from the Treasury on the second.

In England, where Cripps has been more or less in the public eye for 20 years, the personal idiosyncrasies of notables and indeed the notables themselves attract less attention than they do in the U.S. In addition to being a vegetarian, Sir Stafford is a teetotaler, a cold-bath addict, an exercise fiend and a pre-dawn insomniac, but until rather recently, while everyone knew about these peculiarities, no one bothered much about them. Of late, however, Cripps's asceticism and dietary regimen have become, if not major political issues, at least subjects of wide public discussion. In these discussions two schools of thought are represented.

One school says that when deprivation is a national necessity the national destinies should be in the hands of a specialist in the matter. The other school says that precisely because Cripps prefers to deprive himself of luxuries he is likely to be too severe with those whose tastes run in

the opposite direction. Among those inclined to the latter view is Winston Churchill, who has rarely lost a chance to poke fun at Cripps's gastronomic predilections.

During the war Cripps, usually a stickler for punctuality, and a senior civil servant who was also a vegetarian once turned up a few minutes late for an after-supper cabinet session. "Now that our colleagues have digested their beet juice," Churchill growled, "perhaps we can get to work." Cripps displays little of the smug self-righteousness often associated with ascetics and reformers. His manner is affable, his expression friendly and his voice almost ingratiating. Nonetheless, beneath his unpretentious exterior, one senses an intense self-assurance of which the effect upon other people varies. Its effect upon Churchill was expressed by that dignitary with famous eloquence when, as Cripps left a war cabinet meeting, he turned to his colleague Herbert Morrison and remarked, "There, but for the grace of God, goes God."

Far from feeling grateful that he isn't God, the majority of Cripps's countrymen hope that he will at least be capable of performing the by no means minor miracle of causing Britain's exceedingly lame and halt economy to get up on its feet and walk again. Cripps has not achieved the miracle yet, but nothing in his demeanor suggests that he considers it beyond his powers. Cripps's confidence in himself appears to be catching, and the British national morale, if not much else, has taken an upward bound since he assumed his two present jobs in quick succession last autumn.

The Ministry for Economic Affairs was established in September primarily because Britain's problems in international commerce and currency seemed to require central administration, and secondarily because Cripps, as president of the Board of Trade, seemed to need a wider field for his talents.

Since the functions of the new ministry and that of the Exchequer—which is mainly concerned with the domestic problems of budget and taxation—obviously overlapped to some degree, there appeared to be some likelihood of friction between Cripps and the then Chancellor, Hugh Dalton. This possibility vanished in November when Dalton was obliged to resign as a result of divulging budget secrets to a reporter, whereupon Cripps also took over the chancellorship which, in the hierarchy of the British cabinet, is traditionally regarded as secondary only to the prime ministership. Ministries like Transportation, Fuel and Power, Supply and the Board of Trade, which used to be more or less autonomous, are now, in effect, subordinate branches. If Cripps has problems which are unprecedented, he is also a sort of superchancellor or jumbo minister, with prerogatives which are unprecedented also.

The optimism which has attended Cripps's



VEGETARIANS, the Crippses often lunch on raw foods. Over a baked apple Cripps pours not cream but yoghurt.



**Skintees**  
KNIT PANTIES

Have that subtle 'something'



Smart style?  
Yes. Quality fabric?  
Certainly. Faultless tailoring? Of Course.  
But That's not all ...  
a triumph of dimensional designing makes SKINTEES the perfect answer to under-cover grooming. Precisely sized according to your own "hip measurements-in-inches."  
Popularly priced.  
Ask for them at leading chains and dept. stores.

\*REG. TRADE MARK

A. H. SCHREIBER Co. Inc. Dept. LF  
10 W. 33rd St., New York 1

I, too crave beautiful contours like the SKINTEES Girl. Send me Free Booklet FETCHING FIGURES.

Name \_\_\_\_\_  
Street \_\_\_\_\_ State \_\_\_\_\_  
City \_\_\_\_\_

*Skintees* "WE LIKE YOUR SHAP"

## CRIPPS CONTINUED

sudden rise to exalted power is not due to optimistic expressions by the Chancellor himself. On the contrary, Cripps has emphasized the gravity of the British position and been outspoken about the severity of the measures necessary to correct it. Cripps's assurances that things are going to be worse before they get better, and steps like the abolition of the basic petrol ration, proving that he means what he says, have had on a miniature scale somewhat the same benzedrinal effect as Churchill's great speech about blood, toil, tears and sweat. Churchill had the advantages not only of an oratorical style which Cripps signally lacks but also of a wartime context in which the oratory was displayed to maximum advantage. What partially helped Cripps to compensate for this double handicap appears to be a widespread feeling first, that under the new Exchequer-Economics organization the Labor government has finally produced a workable organization chart, and second, that Cripps is the right man to head it.

Cripps's personal prestige is chiefly due to a commendably varied professional and political record going back to 1930, when he



CRIPPS'S FATHER, Lord Parmoor, was an able, public-spirited barrister.

got his start in politics as Solicitor General in the second Ramsay MacDonald government. In the 1920s Cripps had been a brilliant young barrister specializing in patent cases. In the 1930s, coincident with his career in Parliament, he became the highest-paid lawyer in England, earning well over \$100,000 a year. Shortly before the war he was ejected from the Labor party for advocating a "united front" with Communists and other splinter parties of the extreme left. When war came Cripps quit his practice and offered his services to the Chamberlain government, which turned them down. Cripps, for lack

of better things to do, set off on a tour around the world.

Cripps's world tour included, among other interesting capitals, New Delhi, Chungking, Moscow and Washington. He got back to London just in time to facilitate the fall of the Chamberlain regime by an account of its poor repute in the U.S. Partly as a reward for this and partly in consequence of some valuable informal memoranda on his travels which Cripps supplied to the Foreign Office, Churchill sent him to Moscow on a special mission in 1940. That this mission wound up at more or less the same time that Russia got into the war on the side of the Allies was less Cripps's doing than Hitler's. Nonetheless the coincidence made him a national hero second only to Churchill for whom, in the summer of 1941, he even appeared to be a potential rival as wartime prime minister.

Rewarded by two high posts in the war cabinet, Cripps was a partial failure both as Lord Privy Seal and Leader of the House of Commons. Members of the House disliked the patient, patronizing preachiness with which he expounded government policy; and Churchill resented Cripps's candid lack of confidence in his ability to run the war as a one-man show. However, shunted out of the inner policy-making government clique into more purely managerial endeavors, he speedily redeemed himself. Cripps's visit to India in 1942 provided the basis for the solution worked out by the more ebullient Lord Louis Mountbatten five years later. Given the vitally important administrative post of Minister of Aircraft Production on his return from New Delhi, Cripps turned in a brilliant performance. Clearly the best mind at the disposal of the Labor party, he was readmitted to it before the 1945 election and then given the Board of Trade presidency which he held until last autumn.

Cripps's political record, as compared with his administrative, diplomatic and professional record, is woefully weak. The weaknesses include not only a lack of talent for speechmaking but also tactlessness and plain bad judgment. Indeed, with the possible exception of Henry Wallace—who, of course, has other defects which outweigh even these—no major modern politician of any standing whatsoever has said more foolish things or espoused more preposterous causes than Cripps. A collection of his worst gaffs, made not long ago by the Conservative *Sunday Express*, included remarks like the following:

On Germany in 1936: "If Germany should defeat Britain in a

© DE MET'S INC. 1948



THIS EASTER  
it's Turtles

TURTLES

You've never tasted  
CANDY like this!

•TURTLES• are far more than just super-fine ingredients—they are "created to a candy ideal" from delectably creamy caramel, rich milk chocolate and selected pecans. A distinctive gift. See your DeMet's dealer, or mail \$1.75 for one lb.; \$1.55 for each additional lb. sent to same address, same shipment. Prices include postage, ins., handling charges. DEMET'S INC., Div. C-300, 312 W. Madison St., Chicago 6, Ill.

TURTLES ARE MADE ONLY BY  
**DeMet's Inc.**  
is the registered Trade Mark of DeMet's, Inc.



made from  
real  
oranges!

Nesbitt's  
OF  
CALIFORNIA

-with a  
refreshing dash  
of carbonation!

CONTINUED ON PAGE 137



**You protect their health  
Do you protect their feet?**

Young feet are extremely pliant. They need much more than mere covering to help them develop straight, strong and trouble-free.



Poll-Parrot  
Style 8023



Poll-Parrot  
Style 9640



Poll-Parrot  
Style 8056

**BABY NEEDS POLL-PARROTS, TOO!**  
From baby's important first-steps through casual campus mocs—be sure your youngster has the foot protection of pre-tested Poll-Parrot shoes.



Poll-Parrot  
Style 8180

For nearest Poll-Parrot dealer see  
Classified Phone Directory or write us.

## Young Feet Need the Extra Protection of *Pre-Tested* **POLL-PARROT SHOES**

FOR BOYS AND GIRLS

Insist on Poll-Parrot shoes for your children. For Poll-Parrots are the pre-tested shoes . . . the shoes that must survive *grueling, actual wear tests* by hard-playing boys and girls before they're approved for your youngsters. Because of this pre-testing, Poll-Parrots offer such extra protection as: room to grow, age-conforming arches and heels, extra reinforcements in all vital parts. Insist on pre-tested Poll-Parrot shoes!

PRE-TESTING GIVES YOU



Room to Grow



Extra Reinforcements  
in All Vital Parts

**Poll-Parrot**  
*Pre-Tested Shoes for Boys and Girls*

ALSO STAR ★ BRAND SHOES . . . AT LOWER PRICES!

**ROBERTS, JOHNSON & RAND**  
DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MISSOURI







"No wonder it made Milwaukee famous!"

Opening a bottle of Schlitz is like opening a familiar and well-loved book. You know it holds enjoyment you can depend upon...that each and every time you'll find the same touch of genius...the same quality of greatness. Through the story of this fine beer runs the classic theme of ideals upheld for almost a hundred years... the historic background for that matchless flavor which makes men say, "No wonder it made Milwaukee famous!"

Copyright 1947, J. J. Schlitz Brewing Co., Milwaukee, Wis.



The Beer that made Milwaukee Famous





**BROTHER LEONARD** Cripps left England when socialists took over.



**BROTHER FRED** Cripps is a dashing and colorful British *bon vivant*.

## CRIPPS CONTINUED

capitalist war, I do not believe it would be bad at all for the British working classes."

*On Royalty, also in 1936:* "God, King, and Country which, being translated, means capitalists, property and profits."

*On Stalin in 1939:* "Had there been a Czar in Russia it is likely we would have had an alliance with that country months ago. But poor Mr. Stalin does not wear the old school tie."

### Sir Stafford preaches what he practices

**C** RIPPSS, who does not say or believe things like this today, has an appeal to the British public which goes much deeper than his speeches in the past or even his specific program at the present. It is perhaps fundamentally one of religion. The Chancellor is a devout and diligent churchman, who not only practices all the standard virtues but also preaches them as a guest speaker in pulpits near his home in the Cotswolds and elsewhere. Cripps's sermons supply the key to his beliefs and the key to England's belief in him. To a Westminster Chapel congregation assembled during the World's Evangelical Alliance's Universal Week of Prayer, Cripps recently stated his views on a subject which in England far transcends mere issues of world politics or money. Said Cripps:

"We have been warned by Christ to beware when all men think well of us. It is not easy popularity that we should seek but the way of Christian duty. There is, I believe, only one real test of how we should act. We should do that which our conscience, refreshed by communion with God, instructs us is right. If our conscience is satisfied, we need not fear the criticism of others."

To the English, plain goodness, in the copybook sense, seems not only commendable but actually exciting. It seems especially exciting for some reason when it crops up in a well-born intellectual like Cripps, whose father, the first Lord Parmoor, was descended from a long line of public-spirited country squires. As a national symbol of The Conscience, Cripps is thus surrounded in England by some of the same sort of glamour which in the U.S. attaches to analogous dignitaries in a more pagan national mythology like The Voice, The Body and The Look.

In trying to unravel the nature of Cripps's conscience, so far as it is a social conscience, some analysts have traced it to his period of practice at the Bar. According to this theory, the inside knowledge of capitalism which Cripps acquired as a high-paid specialist in patent and corporation law so disgusted him with its workings that he took up socialism, partly from the same motivations of self-chastisement which cause overpaid Hollywoodians and unemployed millionaires to adopt a left-wing attitude in the U.S., and partly as a means of chastising business. As a big-business barrister, Cripps was indeed a sort of highly legal Robin Hood or one-man fifth column in London's corporate and banking society. His attitude was exemplified when, after winning a major case for a coal-mine company in Cardiff, his client asked his law clerk the amount of his fee. "Two thousand guineas" (\$10,000), said the clerk. As the client started to write the check, Cripps said, "Don't bother to make it out to me. Just make it payable to the Cardiff Labor party."

Another hypothetical source of Cripps's social conscience is his blood tie with the distaff member of the famous socialist team of Sidney and Beatrice Webb, who was his mother's sister. The trouble

CONTINUED ON NEXT PAGE

THE AIR YOU BREATHE SHOULD BE AS PURE AS THE WATER YOU DRINK



## ILG VENTILATION

● Out with steam, excess heat, smoke and cooking odors! Lighten housekeeping, save on decorating costs as your quiet, powerful ILG Electric Ventilator keeps your home cleaner, cooler, odor-free. See your dealer, or send for free 16-page booklet "For a clean, cool, well ventilated home".

ILG ELECTRIC VENTILATING CO., 2801 N. Crawford Ave., Chicago 41, Ill.  
Offices in more than 40 Principal Cities—Consult Classified Phone Directory.



Elegant, simply elegant  
**ALBA** Nylons

ASK FOR  
CANTO  
NEW SPRING  
COLOR...  
AT BETTER  
STORES  
EVERYWHERE



## "Keep Regular" Pleasantly!

Millions like and trust this easy-acting laxative!

Constipation is bad enough! Why add to your troubles by taking a harsh, upsetting laxative? Next time you or your children need relief, take Ex-Lax—the pleasant, easy-acting laxative that many doctors use in practice.

Ex-Lax get results gently. You can depend on Ex-Lax for thorough relief because it is biologically tested to assure effective action. Ex-Lax really tastes good—just like delicious chocolate! Always keep a box of Ex-Lax handy. Still only 10¢.

When Nature "forgets"—remember

**EX-LAX**

THE CHOCOLATED LAXATIVE





Check this  
**LOW-COST  
FAMILY INCOME**  
plan . . . designed for  
today's high living costs!

**A**MAZING but true, Lincoln National's Family Income Plan can more than triple the amount of insurance money your family could receive!

For example, at age 30, you would set aside only \$23 a month for a \$10,000 policy combined with the 20-year Family Income Plan. But if you should die tomorrow, your family would receive up to \$36,000 paid as follows:

- ◆ \$2,000 in cash immediately to your wife.
- ◆ \$100 a month during the remainder of the 20-year Family Income period, covering the dependency years of the children.
- ◆ \$10,000 more to your wife at the end of the family income period — payable as income if desired.

If you should die after the Family Income Period—that is 20 years after your plan went into effect—an insurance estate of \$10,000 is provided for your wife, payable in cash or as income.

If you live to age 65 and the need for family protection no longer exists, there is available to you \$5,798 in cash—payable as a retirement income, if you prefer.

Investigate the Lincoln National Family Income Plan—designed for the man who wants the utmost protection for his insurance premium dollar. Send the coupon today for full information.

More than two billion dollars of  
insurance in force

**THE LINCOLN NATIONAL  
LIFE INSURANCE CO.**  
FORT WAYNE 1, INDIANA

ITS NAME INDICATES ITS CHARACTER

THE LINCOLN NATIONAL LIFE INSURANCE CO.  
Dept. L-82, Fort Wayne 1, Indiana

Please send me full details about your Family Income  
Plan, which provides ample protection at low cost.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Date of Birth \_\_\_\_\_



BECOMING WIG was worn by Cripps as a young barrister who specialized in big-business cases. Law practice gave him a good inside look at capitalism.

### CRIPPS CONTINUED

with this theory is that Beatrice Webb had seven other sisters in addition to Cripps's mother and more nieces and nephews than she could keep track of. She did take an interest in Cripps but only when he had already shown sufficient socialist leanings to justify her notice. Even the effect of indirect influence from the Webbs through Cripps's mother seems questionable. Lady Parmoor died in 1893 when Stafford was only 4 years old. Any influence which she exerted on him should have been even more apparent upon his three older brothers. Far from growing up as socialists, however, Cripps's brothers developed into a representative cross section of precisely that class that he has spent his lifetime trying to obliterate.

### Cripps's three brothers are Tories

**C**RIPPS'S eldest brother, the present Lord Parmoor, is a retired Bursar and Fellow of Queen's College, Oxford, whose political leanings were exhibited as early as 1906 when he stood for Parliament as a Conservative. Another brother, Major the Honourable Leonard Harrison Cripps, a director of the Elder Dempster Steamship Lines, announced three years ago that if the socialist government got elected he would leave the country. When they got elected, he went straight to South Africa and stayed there. As for Cripps's second oldest brother, Colonel the Honourable Frederick Heyworth Cripps, D.S.O., T.D., D.L., who looks like a handsome edition of the late John Barrymore, his career has been in many ways even more noteworthy than that of the Chancellor himself. A friend of Czar Nicholas and later of Leon Trotsky, he started a bank in St. Petersburg before World War I, lost a fortune in the revolution and made another under the Bolsheviks, which they promptly stole. Fred Cripps then returned to London, where he made a third fortune, married one of the more glamorous ex-wives of the Duke of Westminster and settled down to become one of the pillars of Mayfair society, where he is now noted, among other things, for sartorial distinction of a high order based in part on his addiction to Edwardian tweed cloaks.

As a precocious brigadier general, Fred Cripps led what has been called the most brilliant cavalry charge of World War I, at El Mughar. In World War II, the army told him he was too old to fight, whereupon he sent a note to his oldest and best friend, Winston Churchill, asking to be put in the navy. Commissioned an ensign at the age of 54, Fred Cripps was able to wind up with a navy rank almost equivalent to his old one in the army.

Unimpressed by Sir Stafford Cripps's regimen of cold baths, vegetables and water, Colonel Fred Cripps is a sybarite, a gourmet and a water-hater of championship caliber who considers the stuff poisonous unless broken down and generously diluted. Currently



*We win the Oscar!*

Sani-Flush and I take the prize. We're a pair of pretty smooth actors. I sprinkle Sani-Flush into the toilet bowl—and Sani-Flush does the rest to perfection. Cleans away stains and film . . . disinfects thoroughly! What remains is sparkling cleanliness—odorless freshness. No rub or scrub. And that's for me.

Safe in all toilet systems. Good in hard or soft water. Every grocer has it. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

**Sani-Flush**

QUICK  
EASY  
SANITARY



26,000,000 Americans now read LIFE every week. This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

"I  
can't  
afford  
**CORNS**, can you?"



"Tired husbands don't deserve frowns. So the minute a corn appears, I apply a Blue-Jay Corn Plaster. Instantly, shoe-pressure pain is stopped! Nupercaine®, exclusive with Blue-Jay, relieves surface pain—gentle medication loosens hard 'core'—you just lift it out in a few days!" In 3 sizes—Standard, Little Toe, Soft Corn. Get Blue-Jay today.



"America's Largest Selling  
Corn Plaster"  
Reg. U. S. Pat. Off. by Ciba  
**(BAUER & BLACK)**  
Division of The Randall Company  
Chicago 16

**FOSTER  
IDEAL  
WOODENWARE**  
**TOOTHPICKS  
CLOTHESPINS  
PICNIC PACKAGES  
SPOONS AND FORKS**  
A GREAT NAME FOR OVER 60 YEARS



# Your Pattern For



## THIS IS AMERICA

The America of cities, noisy and bustling, and of quiet country lanes — America at peace. In each of these scenes, thousands of alert, ambitious young men are doing their part to guarantee that peace with their membership in the new National Guard. Many of these young men have just turned 17 and have only recently become eligible to join the National Guard.

## FIT AND READY

They are serving America — and in return, America is serving them. In the new National Guard, they find the opportunity to study and learn the things that America stands for. The National Guard sports program keeps them fit and ready. And the fellowship they find in the National Guard gives new meaning to their American heritage.

## STRONG AND FREE

These members of the new National Guard know that a strong America will be a free America — a peaceful America. And they know that the few hours each week that they give of their time is an important part of the gigantic pattern for peace.

Veterans who join the new National Guard can probably obtain the rank held upon discharge. Pay for all time spent with the new National Guard is based upon the new, increased Army pay scale. For complete information, visit the National Guard headquarters in your community or write to the Adjutant General of your state.

*Here's how  
the National Guard Helps You*

Pay ★ Education  
Fellowship ★ Training  
Sports ★ Leadership

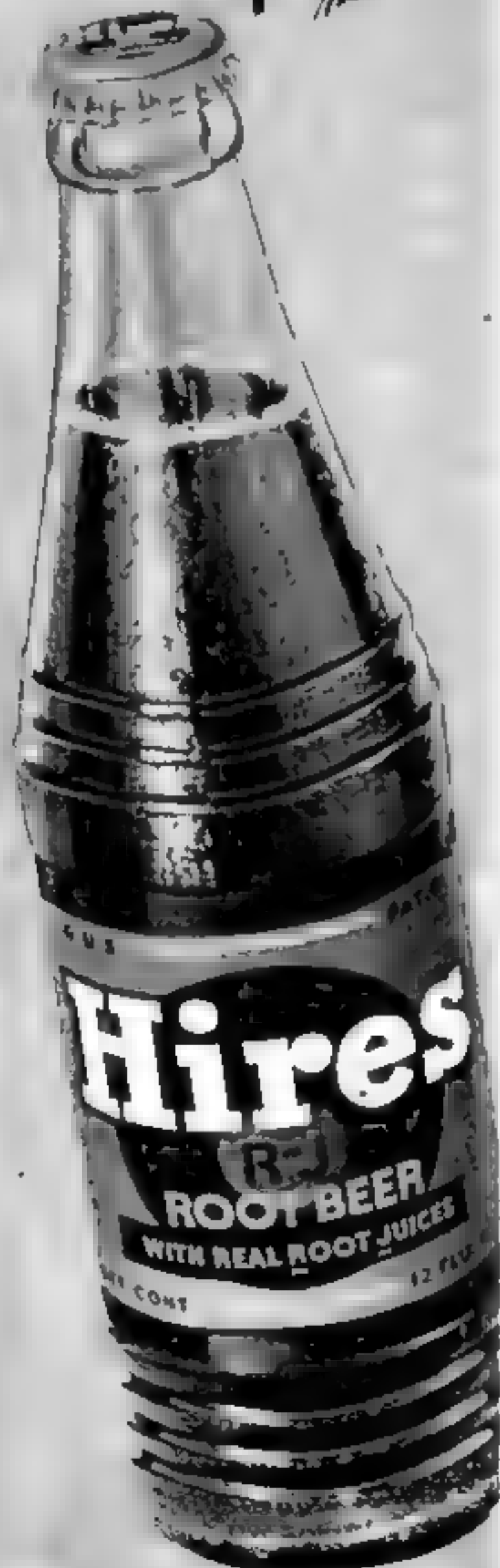
Write or visit  
your community's unit of the

**NATIONAL  
GUARD**  
*of the United States*



# Always Hires to You!

It's a gift... that happy  
knack of brightening  
the party with the ever  
popular refresher.



## CRIPPS CONTINUED

engaged in dockyard management in Liverpool, Colonel Cripps sometimes comes to London where he passes a good portion of his time diluting the water at the bar of White's Club in St. James's Street. At this bar, admirers of Sir Stafford Cripps are about as plentiful as worshipers of Franklin Roosevelt were at the bar of the Union Club in New York. When he hears a disparaging remark about his brother, Fred Cripps has a reply which comes to his mind as readily as the renowned war cry with which he used to lead the Royal Bucks Hussars, "Yeomen of Bucks, Strike Home." He says, "My brother is a damn good friend of mine, and a much better friend than you will ever be."

Among other experiences of a varied lifetime, Fred Cripps once edited a Russian newspaper called *The Voice of the Soil*. Nowadays when London editors ask him for some memoirs about Sir Stafford he obliges with a highly professional eye-witness account of the Chancellor's upbringing.

### "Brandy for heroes" is cited by Fred Cripps

SET forth most recently in the *British Town and Country*, Fred Cripps's theory about Stafford Cripps is as follows: "Bismarck is supposed to have declared, 'Brandy for heroes!' If I were asked to name the brew which produced that sincere and highly capable socialist cabinet minister, my younger brother, Sir Stafford Cripps, I should be inclined to reply, 'Liberahism, Conservatism, Socialism, Christianity and Younger Sonnism!'" Colonel Cripps then defines "younger sonnism" by recalling that, with three brothers who had priority over him, Stafford got short rations from the outset. When riding was the order of the day, the littlest Cripps had to be content with the lawn-mower pony; when it was shooting, he was lucky to get a gun at all. Fred Cripps adds that under these conditions Stafford naturally developed a close association with his father. So strong was young Stafford's feeling for his father and so apparent its effect on him that he acquired the nickname of "Dad" which is still used in the family. Little Stafford Cripps, in short, was a member of the underprivileged portion of the privileged classes. Translated into the lingo of modern child psychology, what the Fred Cripps theory states so much more vividly is that, in his brother's case, development of a strong super-ego was induced by an extravivid father identification at an unusually early age. In the light of such intimate revelations, the lines of Stafford's subsequent development are considerably clarified.

Parmoor, the Crippses' family seat in Buckinghamshire, was one of those spacious English country households which, now almost extinct, flourished at the end of the Victorian era. Overrun not only by brothers but also by cousins, aunts and uncles, it included a sister (now married to the celebrated scientist Sir Alfred Egerton), a wide assortment of supervisory servants including a French governess who died recently at the age of 102, a wise old Scottish gardener, whom Cripps as a young man took with him as a traveling companion to Greece, and a pack or two of harrier hounds. This lively human and canine swarm gave Sir Stafford a wide experience of society at an early age. It also enabled him as a small boy to rebel against it by devoting much of his time to the solitary fabrication of contrivances like a collapsible bridge across the pond or a glider which would not fly. In family festivals and lawn picnics, small Stafford usually occupied a managerial role; when there was a garden party he took charge of the tents and refreshment tables.

Stafford's attachment to his father was reflected at Winchester, where he was captain of the football team and a crack scholar, by close relationships with masters, especially the headmaster, Dr. Burge. In the normal course of events Stafford would have become a scholar at New College, Oxford, where previous Crippses had habitually gone. His entrance examination, however, so impressed his examiner, Sir William Ramsay, that he invited Stafford to do research work directly under him at the University of London. While still at the university Stafford began to show an interest in politics, and through politics he broadened his horizon in other directions also. The first Lord Parmoor, reversing the normal trend, started out as a Conservative, accepted a title from the Liberals and wound up as a socialist. While helping to fold leaflets for his father, campaigning for Parliament, Sir Stafford met a young neighbor named Isobel Swithinbank, to whom he was married in 1911.

As a young man whose chief shortcomings were aloofness and difficulty in getting on with people, Cripps needed a wife whose gregarious tastes and infectious confidence would help bring him favorably to public notice. Lady Cripps, a granddaughter of the late J. C. (Fruit Salt) Eno, fulfilled these requirements to perfec-

## NEW CROSLEY STATION WAGON

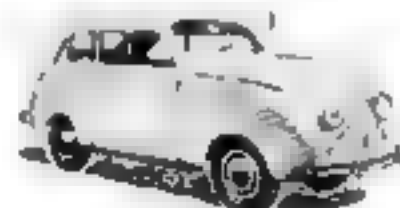


Smart! Practical! Costs \$600 to \$700 less than any other station wagon — operates for about 1/2 as much. Seats 4 in comfort. With rear seat removed, hauls 1/2 ton load. Entire rear end opens for easy access. All steel — no wood to rot, swell, shrink or warp. Well balanced on the road.



Convertible: If you love sun and air. Seats 4 with plenty of luggage space.

Panel Delivery: Full ton capacity. Amazingly economical to operate.



Sedan: Proved by millions of miles on the road. Styled with an "aeratic" flavor.

Pickup: Cuts service and delivery costs. All steel. Full 1/2 ton capacity.



Sports Utility: For work or play — Rear seat obtainable. Low priced even for CROSLEY — \$130 less than station wagon.

All models powered by 4-cylinder Cobra engine

**CROSLEY**  
a FINE car

For beautiful, full-color catalog, write: Crosley Motors, Inc., 3842 EF Spring Grove Ave., Cincinnati 14, Ohio.

# Air Step

THE SHOE WITH  
THE YOUTHFUL PEEL

## FASHION FAIR

MARCH 13 TO 27

Smart new styles at Air Step  
dealers' everywhere.

Air Step Division, Brown Shoe Company, St. Louis





*and best of all . . .*

**T**WIN FASHIONS . . . check! Suit and matching topcoat. Double proof of how attractive one fabric can be . . . when it's a Milliken shepherd check worsted, 100% virgin wool. (For the smooth, firm texture of the fabric, see close-up at right.)

Ask the salesperson . . . make sure it's a Milliken Woolen when you shop for fine clothes. Look, too, for Milliken Woolens by the yard and rayon linings in shades to harmonize. Where to buy the clothes above, or the worsted fabric? Write Milliken Woolens, 160 Seventh Avenue, New York 1, N. Y.

*... it's a*

*Milliken*

100% VIRGIN WOOL





# Stamp of Good Taste



*This beautiful decanter makes a perfect gift and is available at no extra cost at dealers everywhere.*

The finest homes in America serve Kentucky Tavern, "The Aristocrat of Bonds." Once you try it, you'll treasure its distinctive taste and never be satisfied with another whiskey.

Glenmore Distilleries Company, Louisville, Kentucky

## KENTUCKY TAVERN

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

COPYRIGHT 1948 G. D. CO.



tion. The marriage developed in effect into a sort of professional and political partnership in which her role is still that of personnel manager and public relations department. As ubiquitous and friendly, but considerably less opinionated than Eleanor Roosevelt, Lady Cripps has just the light touch with casual acquaintances that her husband lacks. If Winston Churchill can score off Sir Stafford for his vegetarianism, Lady Cripps is one of the few people who can score off Churchill, as she recently proved when he chanced to be seated next to her at a banquet. When Churchill mischievously guided the conversation on to such delicate topics as potatoes, carrots, peas, beans and beet juice, Lady Cripps smiled patiently but said nothing. When he had finished, she uttered a gentle admonition: "Stop being so silly, Winston, and eat up your dinner."

The Crippses have three daughters and a son of their own and two informally adopted sons named Weaver, whose real father and mother, both close friends of the Crippses, died in the 1920s. Young John Cripps is now editor of an erudite, bucolic quarterly called *The Countryman*. The Crippses' second daughter, Anne Theresa, is married to a young London solicitor and seventh baronet named Sir Robert Cornwallis Gerald St. Leger Ricketts.

In the first World War Cripps's record, while perhaps less glamorous than that of his brothers, may have had even greater practical results. After nearly a year of driving a Red Cross truck in France, Cripps went to work in the biggest explosives factory in England, in which he worked up to assistant manager by the time hostilities ended.

Even Cripps's colitis, which, aggravated by overwork, laid him up completely after the war, had indirect benefits rather like Roosevelt's paralysis in helping him develop self-discipline generally, along with his diet. Having explored every other possible remedy, Cripps took up vegetarianism when his adopted son, Purcell Weaver, wrote him about the discoveries of a vegetable dietician whom he had met in Tahiti. This led eventually to the sea-kale salads and Dr. Bircher-Benner, whose clinic at Zurich Cripps still visits every year or so.

One of the salient points about Cripps's career is the way in which seemingly contradictory or unrelated parts of it have turned out, owing to circumstances or to his iron self-discipline, to fit together harmoniously or even advantageously. Just as his success in the explosives factory was partly the result of his scientific training, so both this training and his practical experience in plant management were of great value to him when he resumed the practice of patent law after the war. As his practice grew, especially after his tour of duty as Solicitor General and consequent knighthood in 1930, the subject matter of his practice came to include practically every industry in Britain. Equipped with a painstaking, fact-finding type of mind, Cripps boned up on all of them as thoroughly as he had on the matter of his own diet. The consequence was that by 1942, when he was given the post of Minister of Aircraft Production, he was only less thoroughly briefed for it than for the even more far-reaching responsibilities which he holds at present. The wonder was indeed not that Cripps was an industrial expert but that the Chamberlain government had failed to recognize him as such in 1939.

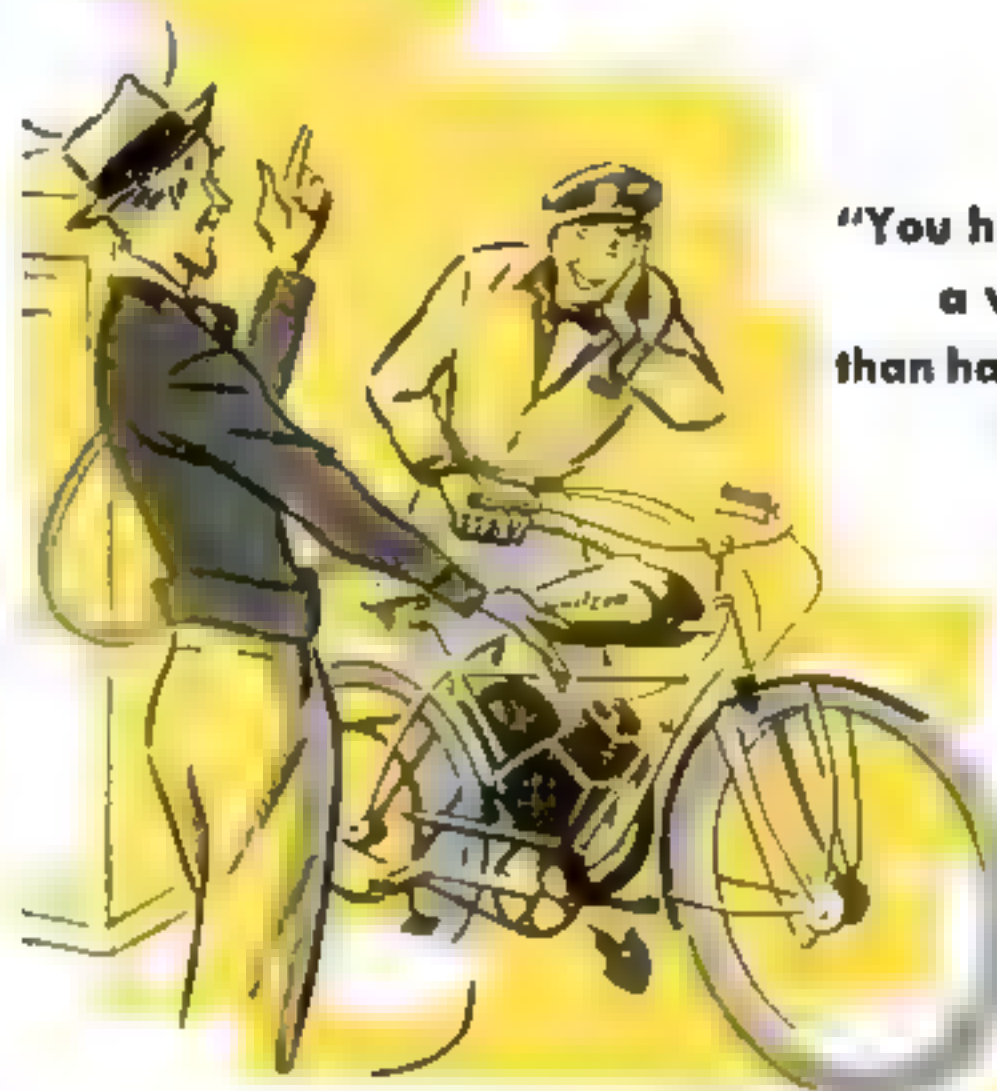
As a matter of fact, even Cripps's extemporaneous world tour in 1939 dovetailed perfectly with all his other apparently incongruous lines of activity. Undertaken in part because he wanted to renew a longstanding personal friendship with Nehru, a fellow socialist and Vega patron, his visit to India led to meetings with Gandhi and the then viceroy, Lord Linlithgow, and these in turn laid the groundwork for Cripps's proposals in 1942. An even more important feature of Cripps's tour was his first visit to Moscow. This occurred when his comments about trade negotiations to the Soviet ambassador in Chungking caused that dignitary to invite him to repeat his remarks to Molotov in the Kremlin.

Traveling by air across the Siberian wastes, Cripps got to Moscow safely enough but saw Molotov only once. On the way back the plane nearly crashed and presently became mired in a remote airdrome from which Cripps and his secretary, dressed in makeshift muzhik costume, extricated themselves by driving across the mountains in a Manchurian jalopy so dilapidated that, when going up hill, Cripps had to pack the radiator with snow scooped up in his bare hands from the surrounding drifts.

THE problem facing the present British government and Sir Stafford Cripps can be stated fairly simply. First, Britain must acquire money and materials. Second, she must use these to get her industry whirling around at high speed. Finally, she must sell the products to the rest of the world for more money and raw

CONTINUED ON NEXT PAGE

## "Jeepers, Mister... Just 10 Cents Worth of Gas?"



"You haven't bought gas for a week... and that's less than half a gallon! How come? Been walking lately?"

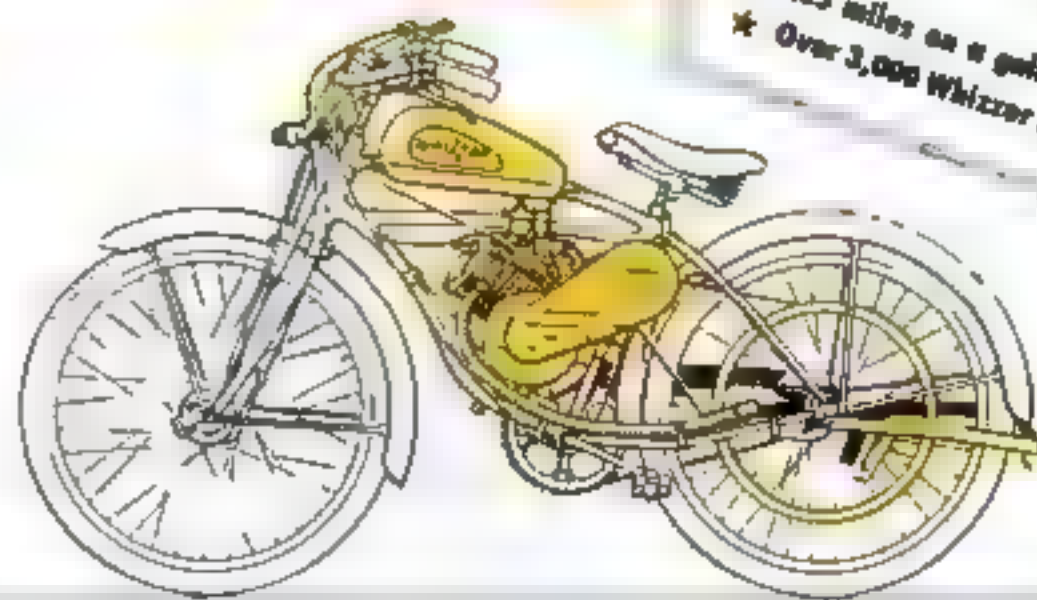
"No sir! You haven't heard about Whizzer mileage! Ten cents buys fifty miles of transportation with a Whizzer Bike Motor! Why, I ride 125 miles on a gallon! Why don't you get wise and go Whizzer, too?"



## It's Wise To Go WHIZZER

America's Thriftiest Power Transportation

Only \$97.55 plus tax  
F.O.B. Pontiac, Mich.  
★ Precision-engineered for long life  
★ Fits any man's balloon tire  
★ 125 miles on a gallon  
★ Over 3,000 Whizzer Dealers



Your Whizzer Dealer is as near as your telephone... or write Whizzer Motor Company, Pontiac, Michigan — world's largest bike motor builder.





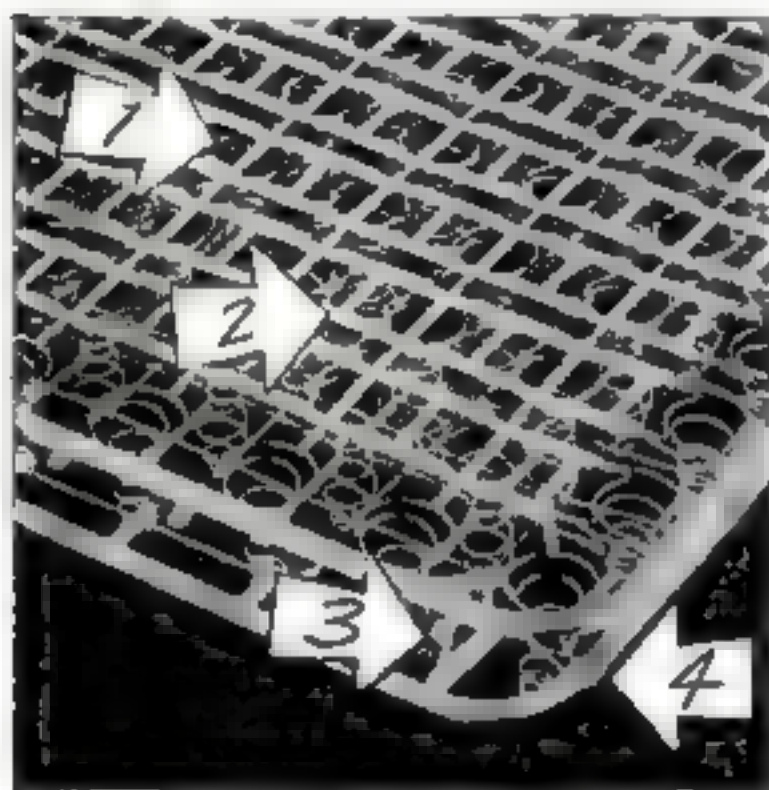
## Uncomfortable?

### BETTER LOOK AT YOUR BEDSPRING!

If your bed isn't as restful as it should be—better check your bedspring as well as your mattress!

Surveys show that over half the bed springs now in use are either worn out or obsolete. That is why you may need a new ACE Spring today!

ACE Spring—made only by Simmons—is the modern bedspring. Designed to add extra comfort, extra life to your mattress. See why below!



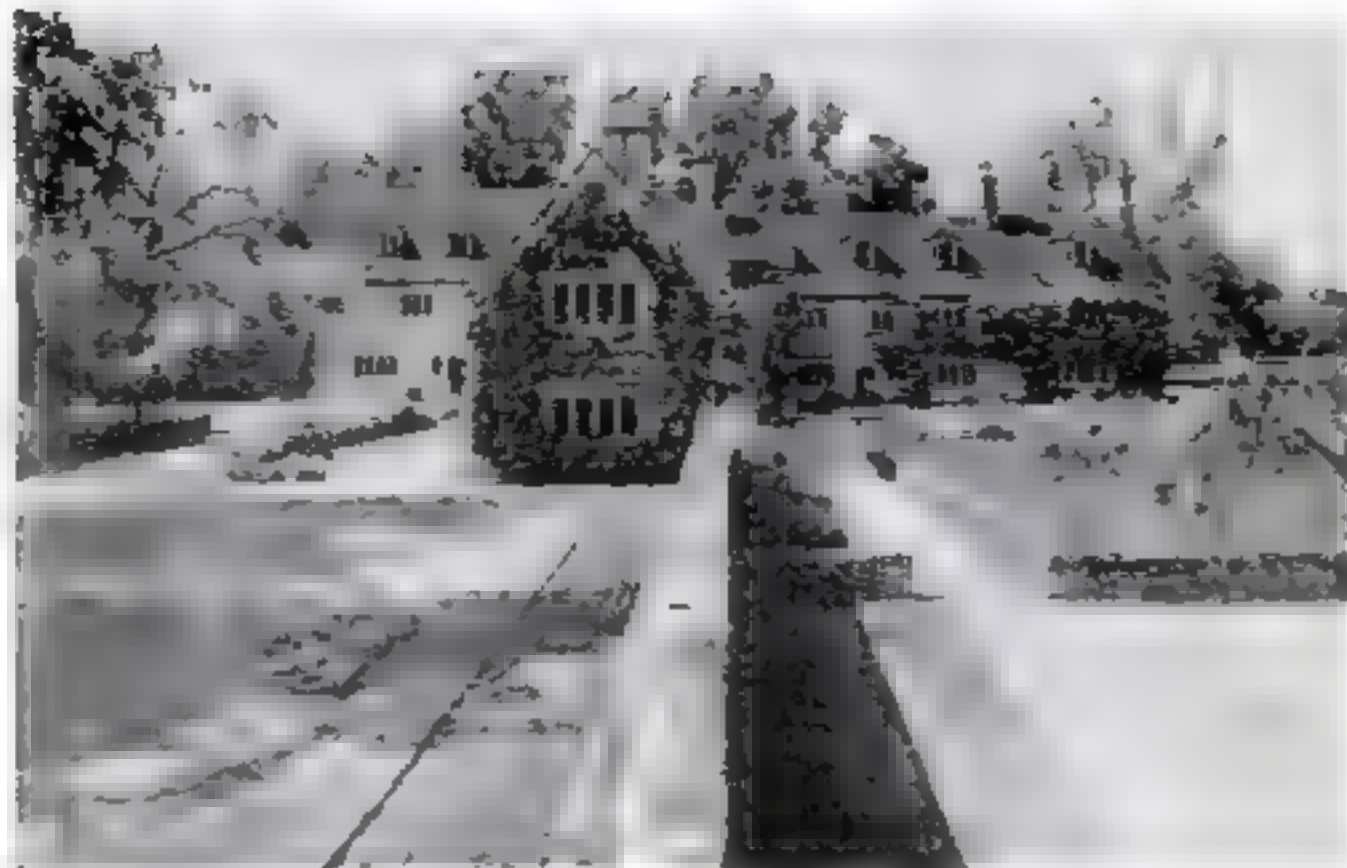
Why ACE is a better bedspring!

1. ACE has 99 deep, double-deck coil springs designed to add the right resilience to your modern mattress.
2. ACE has a special "lattice" platform over its 99 coil springs. Old-fashioned bedsprings haven't. This platform supports your mattress, prevents sagging.
3. ACE has 2 "no-sway" stabilizers. Doesn't creak, or twist out of shape!
4. ACE has rounded corners to avoid tearing bedclothes. See your dealer. Get an ACE!

*Only SIMMONS  
makes ACE SPRING\**

Other Simmons Quality Products:  
the Famous Beautyrest Mattress,  
Electronic Blanket, Deepsleep Mattress,  
Babybeauty Crib Mattress, Hide-A-Bed Sofa

\*TRADE MARK REG. U. S. PATENT OFFICE  
© 1948 SIMMONS CO. HDSE. MARY CHICAGO ILL.



CRIPPS'S FORMER HOME, which he bought, was this 16th Century gray stone manor in the Cotswolds. He sold it and now owns a much smaller place.

### CRIPPS CONTINUED

material which will enable her industry to whirl even faster. At present, indeed, far from selling enough goods and services to pay her way, Britain is falling behind at the rate of a billion or so dollars a year. Hence to discuss Britain's "problem" is a little like discussing the "problem" of a man who, having jumped off the roof of a building, has almost reached the ground.

In this predicament Cripps is handicapped by the fact that foreign governments, particularly "free trade" Americans, have the final say. Not only is he at the mercy of Congress' decision about the Marshall Plan; he must be able to inspire vastly greater production in England without the incentive of better living standards. While the Conservative party can barely conceal its relief at not being in power, Cripps may get a certain amount of opposition from the workers' or Trades Union branch of the Labor party. Even more important to this element than Cripps's patrician background is the fact that as a barrister he used to earn more money in a year than most unionists acquire in a lifetime. Once, irked by a boring party conference, Cripps is supposed to have pointed out to the room at large that in the time they had just wasted he could have earned 1,000 guineas.

However, balancing the handicaps of background and temperament, Cripps has two advantages in dealing with the Trades Union element of the party which the other members of Labor's long-haired set do not share. One is the fact that he was read out of the party for being too far left in 1939. The other is his famous conscience, of whose workings the ousting was itself an instance since Cripps's desire to attain Utopian unification cost him his then pre-eminent position in the party.

In the U.S. each new administration revolves around the central figure of the president. In England the government may, but by no means must, revolve around the prime minister. That the war cabinet revolved around Churchill was partly because it was composed of members whose political views were so divergent that all of them accepted the impossibility of basic agreement. In the present cabinet, where all the members are in fundamental sympathy, discussions about method are permissible or even profitable. Prime Minister Attlee, who gets much more respect and admiration from his colleagues than he does from the outside world or even the British public, plays the conciliator. The two pivotal posts are occupied by Ernest Bevin, who has a free hand with foreign affairs, and Cripps, who has an even freer one with finance and economics. Cripps's most frequent adversary in intramural policy disputes is the eloquent, mercurial and extremely left-wing Minister of Health, Aneurin Bevan.

Partly because Parliament sessions usually last through the evening, most British ministers who have to combine their executive work with regular attendance at the House do not start work in their own offices until 10:30 a.m. or thereabouts. Cripps, an exception to this rule, almost invariably arrives at his desk by 9. Treasury routine starts at 9:30 with a conclave of his chief advisers, known as "morning prayers." Thereafter his day is packed with appointments, most of them half an hour's duration, through which he maintains steady progress at nationalized-express-train speed.

Cripps's pride and pleasure in punctuality is so intense that it sometimes leads to confusion on the part of his visitors. When a caller is brought in on time the Chancellor may be so enchanted at the progress he is making through his schedule that the visitor will

As Distinctively  
**Scotch**  
as the  
Claymore



Ask for  
**MARTIN'S**  
ORIGINAL V.V.O. BRAND  
*Blended Scotch Whisky*

IMPORTED BY MCKESSON & ROBBINS, INC., NEW YORK

**CAT-TEX**  
  
**SOLE OUT-WEARS LEATHER!**



CONTINUED ON PAGE 148



# SWING into SPORT-TIGHTS' 10,000 Contest

## 264 BIG MONEY PRIZES IN ALL!

GRAND PRIZE . . . \$2,500

SECOND PRIZE . . . 1,000

THIRD PRIZE . . . 500

FOURTH PRIZE . . . 250

10 PRIZES OF . . . \$100 EACH

30 PRIZES OF . . . \$ 50 EACH

70 PRIZES OF . . . \$ 25 EACH

150 PRIZES OF . . . \$ 10 EACH

IT'S AS EASY TO WIN AS SPORT-TIGHTS ARE EASY TO WEAR . . .

All you have to do is to write a letter of 100 words or less, telling us why you prefer SPORT-TIGHTS. We are not looking for literary gems. We are looking for simple, sincere comments on the reasons why SPORT-TIGHTS fit you better, give you more comfort, more freedom in action, more firmness without strain or binding.

If you have ever worn SPORT-TIGHTS you will know how to write winning letters. If you have not yet tried SPORT-TIGHTS, go to your nearest store and see for yourself how much they can mean to you in winning figure flattery for the new 1948 Look.

## HERE ARE THE EASY CONTEST RULES:

1. Go to the store nearest you that carries SPORT-TIGHTS and secure an entry blank.

2. Write a letter of 100 words or less telling us why you prefer SPORT-TIGHTS. Write on a plain sheet of paper, on one side only. Print your name and address plainly on both your entry blank and letter.

3. Accompany your letter with the entire tag which comes attached to SPORT-TIGHTS, or a reasonable facsimile of that tag.

4. Entries must be postmarked on or before midnight, April 30, 1948. Mail all entries to SPORT-TIGHTS, P. O. Box 157, New York 8, N. Y.

5. You may send in as many letter entries as you wish, but each letter must be accompanied by an entry blank and an entire SPORT-TIGHTS tag or facsimile. Each entry must be written on a separate sheet of paper.

6. Letters will be judged for sincerity and clear statement of SPORT-TIGHTS' advantages. Duplicate prizes will be awarded in case of ties. No entries will be returned and no correspondence will be entered into. Entries, contents and all ideas therein become the property of Sil-O-Ette Underwear Co. Judges' decisions will be final.

7. All winners will be notified by mail. Complete list of winners will be available about June 1st, 1948. For list, send self-addressed, stamped envelope.

8. This contest is open to everyone in the United States, except employees of Sil-O-Ette Underwear Co., their advertising agencies, and their families. Contest is subject to all Federal and state regulations.

This is the famous SPORT-TIGHT TAG that identifies every genuine SPORT-TIGHTS Panty Girdle.



# SPORT-TIGHTS

Trade Mark Name

SIL-O-ETTE UNDERWEAR CO., 29 West 30th Street, New York 1, N. Y.

My waist measure is . . . . . Hip measure (widest part) . . . . .

Enclosed is \$4.00 (Hip size 34, 36, 38); \$4.50 if Hip size is 40 or 42.

Send Sport-Tights in White . . . . . Tea-Rose . . . . .

© 1948  
SIL-O-ETTE  
Underwear Co.

HURRY TO JOIN THE PARADE  
OF PRIZE MONEY WINNERS

Entry blanks are available at all leading stores, or write to us for name of your nearest store.

Get into these magic little panties and discover what comfort really is! Cool and light, boneless (but not spineless!), they firm you up with never a pull, pinch, ride or roll.

### SPORT-TIGHTS FAMOUS FEATURES

- SPORT-TIGHTS patented Panty Girdle is made with the contour crotch to eliminate all strain—front, back, and between legs.
- Crotch made of heavy, two bar knitted tricot, for long wear.
- SPORT-TIGHTS made of Len-o-lastic, a superb woven elastic fabric.
- Long leg length to prevent chafing.
- Detachable hose supporters.

Sized by hip measure (widest part of body) to assure perfect fit.

Hip Size: 34-36-38 . . . . . \$4.00†

Hip Size: 40-42 . . . . . 4.50†

Colors: Tea-Rose and White

†Plus Sales Tax, if any, in your City or State

At all good knit underwear or corset departments.

ORDER BY MAIL—IF YOU CAN'T FIND SPORT-TIGHTS NEARBY.



# A "Fan Letter" From the Head of A.B.C.

(American Broadcasting Company)

LARUS & BRO. CO., INC.  
RICHMOND, VIRGINIA

Gentlemen:

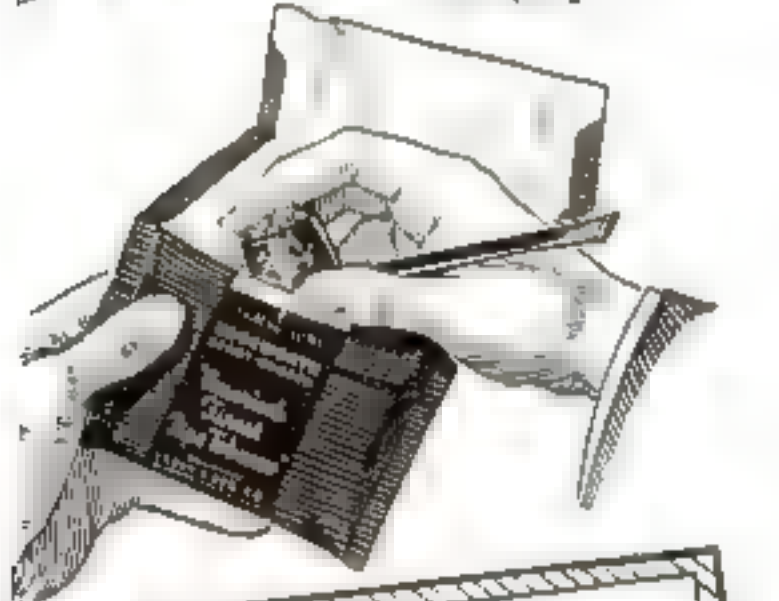
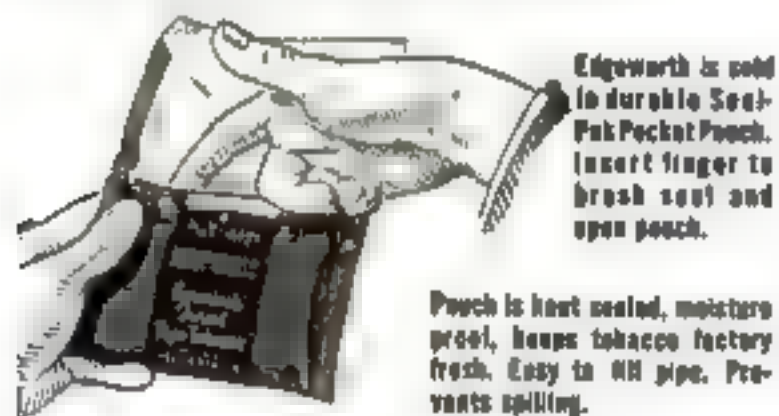
We are very pleased when radio listeners write to the American Broadcasting Company stating their opinions, both pro and con, of our programs.

It seems only fair that I, in turn, should do the same courtesy to a manufacturer whose product is giving unusual satisfaction. I smoked your Edgeworth Pipe Tobacco several years ago. Since then, I have experimented with many other blends and cuts and mixtures, only to return to your "Ready Rubbed" Edgeworth as my steady brand. There is something about the real tobacco flavor that suits my taste to a "T."

You have my permission to use this letter in any way you may desire if by so doing, it will enable other pipe smokers to find a really cool, enjoyable and satisfactory smoke.

Very sincerely yours,  
MARK WOODS, PRESIDENT

What is it about Edgeworth that would prompt the President of a great broadcasting company to sit down and write a letter praising its quality. Smoke a pipeful—and learn the secret.



## 10 Reasons Why EDGEWORTH

America's Finest Pipe Tobacco  
is packed  
in the Seal-Pak Pocket Pouch

1. Heat sealed, moisture proof
2. Guarantees flavor freshness
3. Modern wrap around design
4. Folds smaller as used
5. No packet bulge
6. Durable, handy to carry
7. Moisture guard lining
8. Easy to fill pipe
9. Prevents spilling
10. America's Finest pocket package

# EDGEWORTH

America's Finest Pipe Tobacco

## CRIPPS CONTINUED

mistake this purely functional satisfaction for a more personal feeling. This error is usually corrected, however, by the rapidity with which Cripps's enthusiasm evaporates if the visitor, by overstaying his allotted time, delays the next arrival.

The notion, widely and understandably held, that Cripps is a gloomy and coldhearted ascetic is an inversion of the truth. Cripps is indeed an ascetic, perhaps even a stoic, but he is a warmhearted and enthusiastic one. Things like writing his own letters and always being on time are in a sense extra indulgences, like another man's brandy and cigars, except that, unlike indulgence in gluttony, indulgence in industry is never followed by qualms of either conscience or digestion. When the basic petrol ration was removed Cripps put up his own 14-hp Hillman Minx. He has not bought himself a new suit or, in fact, used up a single clothing coupon since clothes rationing started in 1941. Nevertheless, at that time equipped with an extensive wardrobe, he scrupulously remains one of the best-dressed men in England.

At Goodfellows, the big house in the Cotswold village of Filkins where Cripps brought up his family between the wars, he used to entertain quite extensively in the English country-weekend fashion. Here Cripps enjoyed building rock gardens, moving things in a wheelbarrow or pulling the weeds out of the moat. Fond of tool-work since his early childhood, he also had a workshop where he put in many hours fabricating fireside benches, small tables and other simple, nonupholstered household fixtures. Shortly after the outbreak of the war Cripps sold Goodfellows and bought a much smaller house some 20 miles away where he and Lady Cripps now spend an occasional weekend when they have time. At the new house Cripps gets recreation by moving rocks about, pruning the fruit trees or burning off dead grass in autumn. He now rarely finds time for carpentry or even for knitting, at which he also used to be proficient, specializing in scarves or sweaters for his daughters.

The Crippses' new house is hidden away among steep lonely hills on a tiny lane so obscure and devious that during the war motorcycle dispatch riders with messages from London almost always lost their way. Never gregarious, Cripps nowadays attends the absolute minimum of official functions. Outside of the family, his political disciples and a few professional associates, Cripps's small coterie of friends has been made up chiefly of assorted specimens from various fields of interest, like Nehru, his brother Fred, Pianist Myra Hess, a well-known British movie producer named Filippo del Giudice and the late Dr. Burge. It also includes several doctors, mostly of a rather unorthodox, Bircher-Bennerish complexion. One who has influenced him profoundly is the celebrated F. Matthias Alexander, whose theories about hygiene are embodied in works with names like *Constructive Conscious Control of the Individual*, *Man's Supreme Inheritance* and *The Use of the Self*.

## Cripps has never read Karl Marx

ASIDE from technical works like Alexander's and the law, Cripps's reading has been rather limited. As a young man other more compelling interests and in middle age the pressure of work and the practical desire to avoid eye strain have prevented him from spending much time in literary browsing. The lack of a catholic reading taste shows up in the dryness of Cripps's own style and perhaps also in the rather crabbed choice of allusion and quotation which he sometimes displays. His taste in poetry runs to Browning and bits from minor poets of a moralistic, plain-speaking type. He has never read Karl Marx and says that he has no intention of doing so.

Cripps's religious convictions tie up directly with his researches into ecclesiastical law, that somewhat obscure branch of jurisprudence which deals with the properties and niceties of canonical procedure in the Church of England. The great 19th Century authority on this subject was Cripps's paternal grandfather, Henry, whose monumental masterwork, *The Law Relating to Church and Clergy*, was revised by Sir Stafford.

Cripps's preaching style is less effective than his courtroom style but more effective than his literary or oratorical style. He finds sermons more interesting to prepare than speeches, because the subject matter is more sympathetic and because the time limitations of which he is especially conscious are less rigorous. In Cripps's books, the sting, precision and confidence which are the chief virtues of his style, somehow disappear. Only Cripps's warmest admirers can find meat, or even vegetable marrow, in such sincere but slender volumes as *Democracy Up-to-Date* or *Towards Christian Democracy*.

Cripps's dietary preferences and his daily regime harmonize with his religious as well as his medical beliefs. He considers the connection between a sparse diet, a healthy body and a clear conscience as

## TRY THIS AMAZING NEW ANCO® CLEAR-FLEX WINDSHIELD WIPER BLADE



### FLEXES TO CLEAR THE LOW SPOTS

Know CLEAR-FLEX—the first Wiper Blade to conform fully to all windshield surface irregularities. Even wipes uniformly all types of curved windshields. Keeps clear those annoying hard-to-reach low spots common to all FLAT windshield glass. Clears quickly blinding road muck slapped against your windshield from sloppy pavements . . . by passing cars. CLEAR-FLEX already has engineering approval for original equipment on coming models of high-grade cars.

### THRILL WITH CLEAR-FLEX AT OUR "DEAD-LOCKER"

Deposit with your dealer only the regular retail price. Use CLEAR-FLEX through the next storm. Then if you are willing, dealer is authorized to remove CLEAR-FLEX and refund all your money.

### ANCO DEAD-LOCKER®



### WIPER ARM

ANCO Arm fits quickly any wiper shaft. Fits any good wiper motor. Holds Blade true . . . at correct pressure. If not now on your car, ask serviceman to install a PAJR quickly for you. More than 250,000 good gas stations and service stores sell ANCO BETTER Blades and Arms.

Made by the makers of long-famous ANCO RAIN MASTER® Blades and Arms . . . original equipment for years on Deluxe models of high-grade cars. Your dealer knows ANCO.

Get yours next time you buy gas. May save you a costly smashup.

Quality Protected Under Fair Trade Laws  
ANCO Patented Products—Patents Make Jobs

THE ANDERSON COMPANY  
ESTABLISHED 1918 • GARY, INDIANA



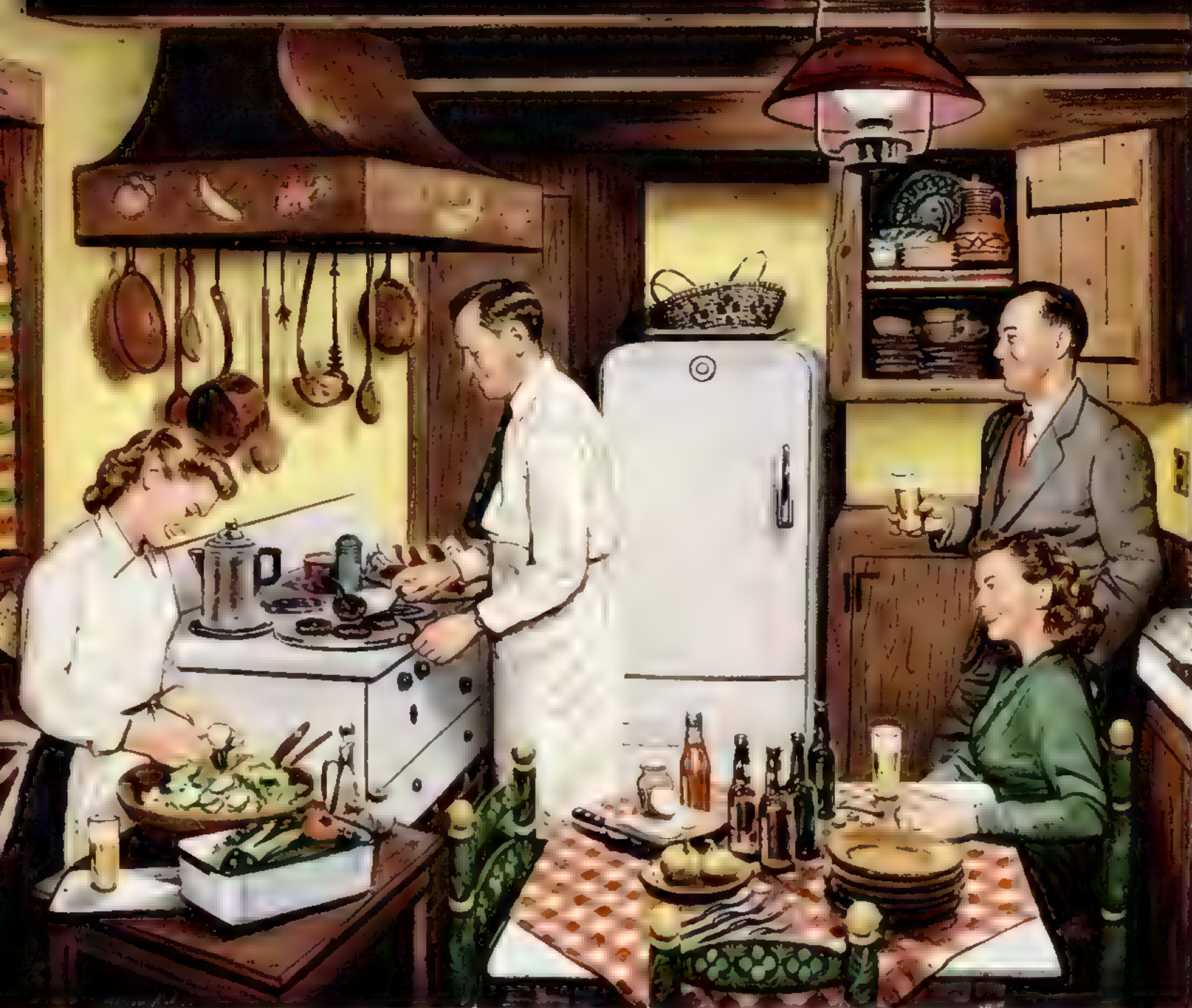
MARCH 13  
TO  
APRIL 10

New  
spring  
styles  
all "rounded up"

at your Roblee dealer's  
Roblee Division, Brown Shoe Company, St. Louis

CONTINUED ON PAGE 142





"A SNACK AFTER THE MOVIES," by Stevan Dolanos. Number 14 in the series "Home Life in America," by noted American illustrators.

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION







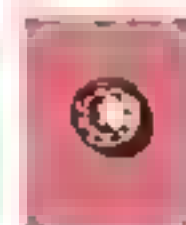
MRS. LEWIS MACCRACKEN THE FORMER MISS FRANCINE WHITTEN, OF WASHINGTON, D. C., PAINTED BY GERALD BROCKHURST

**A** proud and lovely tradition, the radiant engagement diamond immortalizes memories of lifetime's happiest vows. Because its shining lights will hold such special treasured meaning, your ring-stone, though it may be modest in cost, should be chosen with care. Color, cutting, and clarity, as well as carat weight contribute to its beauty and value. A trusted jeweler is your best adviser.

**De Beers Consolidated Mines, Ltd.**



ONE-QUARTER CARAT \$95 TO \$210



ONE-HALF CARAT \$235 TO \$465



ONE CARAT \$705 TO \$1250



TWO CARATS \$1815 TO \$3340

THE PRICES ABOVE FOR UNMOUNTED QUALITY STONES WERE AVERAGED FROM A GREAT MANY STORES IN NOVEMBER 1947 FOR FEDERAL TAX



## CRIPPS CONTINUED

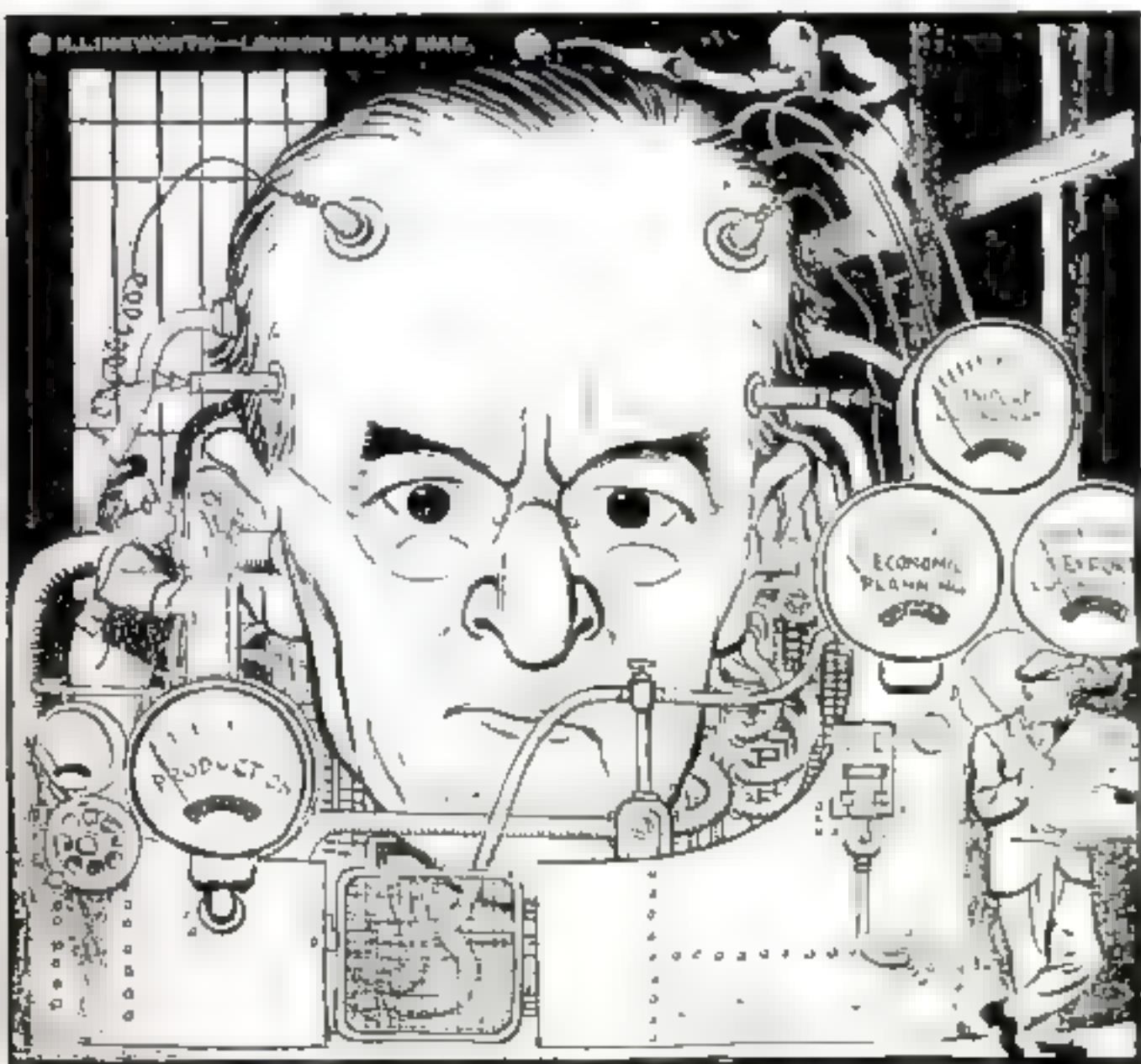
much more than coincidental. The regular lunchtime walk to the Vega restaurant is by no means his first of the day. He also takes a constitutional in St. James's Park at 6:45 every morning, an hour at which, in the London winter, it is still pitch dark. Then, to work up an appetite for his breakfast, which may consist of fruit juice and brown bread, he takes an ice-cold shower.

Cripps's morning walk is not the beginning of his day. By that time, having retired at about 10 p.m., he has already been up for several hours, writing in his study, fortified only by the cup of tea which he makes for himself on arising. Cripps's early morning composition may take the form of a speech, a sermon or, failing these, mere correspondence. Unlike Churchill, who dictated everything and proceeded thereafter by means of correction and retyping, Cripps never dictates anything. He writes out not only speeches, books and sermons but even all of his voluminous personal correspondence, usually using a fountain pen filled with red ink, and then corrects the manuscript himself. He likes to dash off little notes of encouragement or good wishes to friends. After the New Year's Honors List was announced he turned up at his office with a bundle of 50 or so congratulatory letters, all written before dawn that morning. The Chancellor's day starts at about 4, or about the time that Winston Churchill's ends.

Since the last election England has experienced a revolution which, in wiping out the moneyed classes, has probably been more effective than either the French or the Russian revolutions. Its effectiveness has not yet been universally recognized chiefly because of what was in fact the most amazing thing about it, i.e., that no heads rolled and no blood was shed. Asked if they would try to repeal any of the nationalization program achieved by Labor since 1945, few Conservatives would reply in the affirmative.

Now halfway through their first term, the socialists plan to spend the rest of the next two and a half years chiefly in consolidating their gains and showing that they can make the new system work. For their second term the socialists have few great new nationalization schemes in mind. Rather they intend to concentrate on reforming the unnationalized remainder of Britain's industry. The reform will consist chiefly of wresting ultimate control away from the stockholders and transferring it to "work committees" composed in equal parts of workers, managers and theoretically impartial outsiders. Cripps is a great believer in the "work committees" and gives a lot of attention to the way in which, on a more or less experimental basis, they are functioning at present in key industries.

Nothing in Cripps's wildest theorizing suggests that he is anti-democratic. In fact it becomes increasingly clear that he is not even truly anticapitalist but merely wants capitalists to stop being greedy and become Christians like himself. Meanwhile most Britons find themselves more or less in accord with Winston Churchill's wry satisfaction that there is at least "one first-class intelligence now brooding upon our affairs."



"THE BRAIN" of the Labor government grinds furiously to coordinate Britain's economy. Attlee (top) helpfully oils the cogs, but at lower right a non-productive "spiv" consults the racing form, ignores the machine completely.

*Better  
Cocktails  
with less work!*

Don't do it the hard way. Do it the HEUBLEIN way!

Serve professional cocktails at home...  
superb cocktails made of the finest liquors by  
cocktail specialists. Just ice and serve.  
Eight kinds at your local liquor store.

G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.

**HEUBLEIN'S Club COCKTAILS**  
Reg. U. S. Pat. Off.

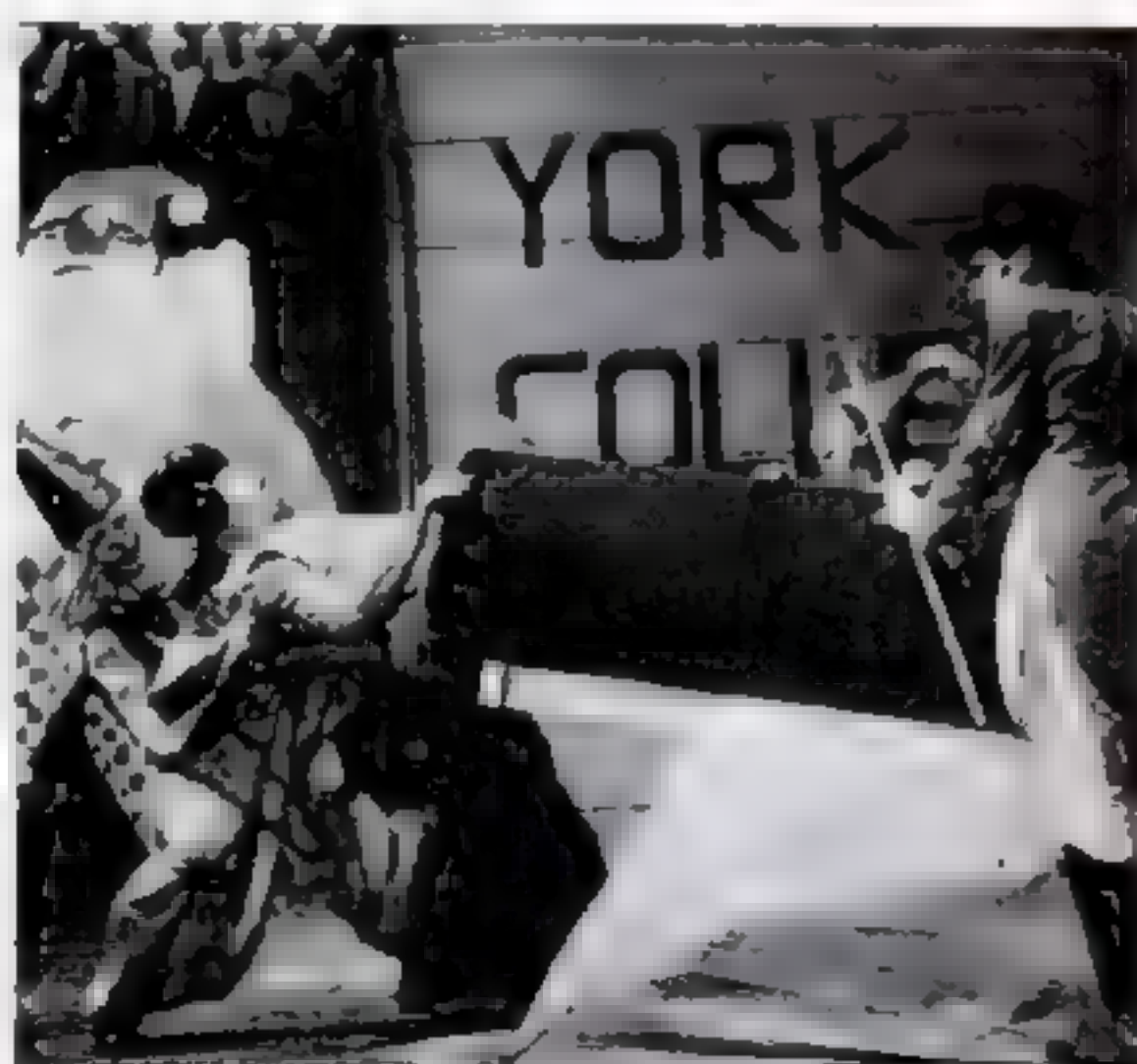




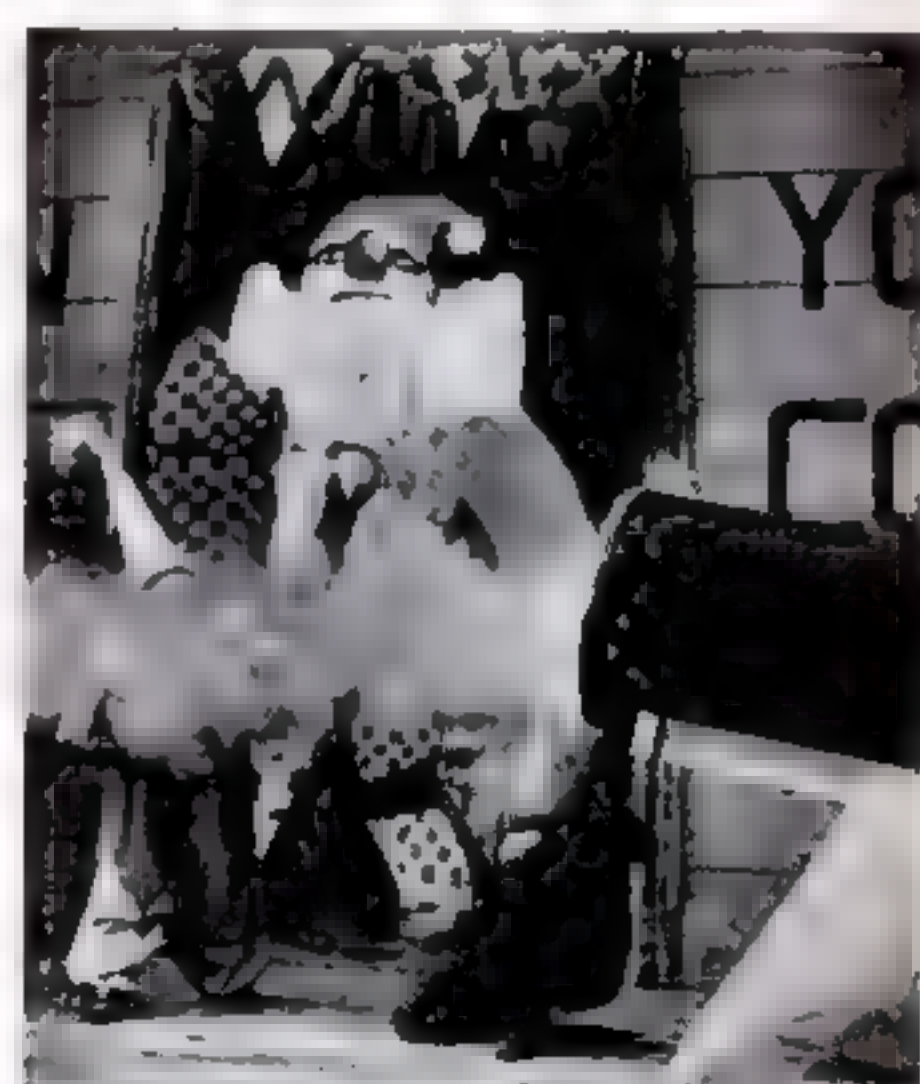
GROUP OF COSTUMED GUESTS RESTS BESIDE A MIDWAY SIGN ADVERTISING BEER AND SNAKE CHARMERS. COUPLE AT LEFT IS DRESSED AS RAGGEDY ANN AND ANDY



**HUMAN CANNON BALL** flexes his muscles as he prepares to be "fired" from a gun mule from barrels.



**GUN IS CHARGED** with 300 pounds of human cannon fodder (Dr. Harry Sproat) as a clown strains to force him down the bore



**GUN IS FIRED**, emitting a weak puff of smoke, but it proves a dud as "projectile" fails to appear





NURSES AND STUDENTS RIDE BUT GET NOWHERE ON A STATIONARY CARROUSEL

## Life Goes to a Doctors' Circus

### Physicians turn clown to help fund for student loans

Twenty-four years ago a young medical student named Lewis Murdock (*above, dark jacket*) had to give up his studies at Yale because he could no longer afford them. Bitterly disappointed over the loss of his career, he turned to the building business and made a big success of it. Now he is back at his first love. A student at New York Medical College, he is also the originator and most active promoter of the medical school's annual carnival to supply loan funds for students who are unable to meet payments. On these pages is shown the most recent affair, called the "Bungling Brothers Medicine Hat Circus," where 1,200 doctors, students, nurses and their friends showed up to swell the fund. Eminent surgeons came dressed as clowns and one doctor from Rhode Island appeared as the "human cannon ball" (*below, left*). At a string of midway booths guests shelled out cash to smash crockery, ring live ducks with hoops and feverishly try to dump a nightgowned girl out of a tilting bed (*above, right*). By 4 a.m., after seven hours of clowning, \$2,500 had been netted. No one was happier than student Lew Murdock, who graduates this year as a full-fledged doctor at the age of 45.



**SURPRISE ENDING** to the cannon-ball trick results when a pretty girl emerges from the gun instead of Dr. Sproat who secretly crawled out the other end of the cannon.



**TILTING BED** (*above*) is operated by an electronically rigged button. When the button is hit by a baseball the bed collapses, tumbling the girl to the floor. Below is a chamber of horrors fiendishly hung with wet ropes which brush against the victims' faces.







NEW

IMPROVED

# SQUIBB DENTAL CREAM

SAVE MONEY...  
BUY THE GIANT  
"ECONOMY SIZE"



**action keeps on longer after brushing**

Its refreshing action lasts longer. This improved cream stays longer with your brush to help cleaning.

**it's alkaline**

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER  
COPYRIGHT 1948, E. R. SQUIBB & SONS



**COMPRESSED-AIR JET**, hidden in a doorway, suddenly blows up skirt of Mrs. Theodore Haley's costume. She came as a demure Alice in Wonderland.



SUNNY SAYS :

*No other whiskey's caught the savor  
of Schenley's Sunny Morning Flavor*



## **Captured for your pleasure - SUNNY MORNING FLAVOR!**

If your taste delights in a whiskey mellow and golden as morning sunshine . . . Schenley Reserve awaits your pleasure! Enjoy the luxury of Schenley's Sunny Morning Flavor in your favorite drink.

# **SCHENLEY**

FOR SUNNY MORNING FLAVOR



*Now available in the distinctive decanter as well as the familiar round bottle. In both, traditional Schenley quality.*



*A Schenley Mark of Merit Whiskey*

RARE PRE-WAR QUALITY BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. © 1948, SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY





## Lunch Refreshed... Have a Coca-Cola

What will you have for lunch? Think of lunchtime as refreshment time and you'll think of ice-cold Coca-Cola. Just

a drink, but what a drink—a natural partner of good things to eat. Yes...

*Have a Coke* and lunch refreshed.



Ask for it either way... both trade-marks mean the same thing.

COPYRIGHT 1948, THE COCA-COLA COMPANY